

PRINTERS' INK

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NEW YORK, APRIL 26, 1934

10c A COPY

"As the shadow of a great rock
in a weary land"



IN SEPTEMBER, 1933, when business was trying to find some justification for renewed hope, the New England Mutual Life Insurance Company of Boston launched an advertising campaign to arouse confidence.

It reminded America that this company, America's oldest chartered life insurance company, during its 90 years of business had seen this country weather six major depressions. . . . It told how business had risen from each of these sick-beds a little leaner, perhaps, but purified and stronger—and had gone on to bigger things.

It voiced the conviction that this latest depression, though more complex and sinister, would yield to the same fine business sense that each time before had come to the rescue. . . . It proved that investments represented by life insurance policies were unaffected by the general collapse of values.

The constructive attitude of this campaign has been widely praised by insurance men, advertising men, and the general public.

For the first quarter of 1934 New England Mutual agents turned in new business that exceeded the same quarter of 1933 by 37%—proof that disparaging, throat-cutting copy is no measure of advertising productiveness.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York
London

Boston
Montreal

Chicago

San Francisco
Buenos Aires

Detroit
São Paulo

COVERAGE?

THE DES MOINES SUNDAY REGISTER

covers the
state of Iowa

- • as densely as *The Detroit Sunday News* covers the city of Detroit.
- • as *The New York Sunday Times* and *Herald-Tribune* cover the city of New York (five boroughs).
- • as *The Boston Sunday Herald* covers the city of Boston.

A. B. C. City Populations Used

The Des Moines Register and Tribune

Now Quarter Million Circulation

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PRINTERS' INK

NEW YORK, APRIL 26, 1934

This Week

"OUR success has been achieved—"

In that fragment from the sentence that opens this week's leading article, there is a word of high authority.

Success!

In times like these, let a man lead off with that, let him explain how he has achieved his success, and, though he talk for two hours, he will hold his audience in the hollow of his hand.

For a time distressingly long, men concerned with the management of business affairs have been compelled to content themselves with results that have capitulated with the forces of failure.

Now speaks a man whose company has won a victory. Gladly we bring him forward to lead this week's program.

We give you H. A. Weissman, vice-president and general manager of the R. L. Watkins Company, who, under the title "Advertising Success Story: Dr. Lyon's" will tell you how Lyon's tooth powder attained a 1933 sales volume twice as big as was 1932's.

Incidentally, in this year's advertising, the Watkins company is spending \$1,500,000—as against \$550,000 in 1932 and \$860,000 in 1933.

* * *

Success is not cheap. To him who dares, to him who strives, it pays rich rewards.

But such are the breaks of business, as of life, that he who attains success must win it, not once, but twice. In one endeavor he overcomes those discouragements and difficulties that properly are inherent to the route he pursues; and in the other endeavor he must cope with handicaps that really

don't belong on the route at all.

Thanks to forces that swirl outward from Washington, business today is like a golf course whose normal hazards have been touched up by a prankish tornado.

For example, there is the threat of merchandise-grading. It has been proposed that manufactured goods be strained through Federal sieves and peered at through Federal microscopes and weighed on Federal scales—all to the end that the consumer, under Federal vigilance, shall be insured his money's worth.

Against that proposal, it has been pointed out, as Robert W. Palmer points out in this issue, that grading is here, already.

Let the manufacturer of raw materials grade-mark his product, and over that grade-mark let the fabricator imprint his trade-mark, and the consumer will get a double guarantee.

Already, many raw-material manufacturers are grade-marking. Mr. Palmer cites examples. As the idea is applied today, he says, grade-marking is accomplishing what Governmental grading would try to do, and probably not accomplish.

* * *

From Washington have come code-clouds—code-clouds that, so we hoped, would bring showers to freshen the business scene and perhaps draw forth a few violets.

Well, C. B. Larrabee rises to remark, they've done neither. They've neither drowned the chiseler nor watered the flower of fellowship.

The remedy? Drawing his text from Guinness, which advertises that, although its label can be copied, its product cannot be replaced by spurious imitation, Mr.

Larrabée suggests that business needs a new Prohibition: Don't employ a trade practice that can be counterfeited.

* * *

For advertisers, Arthur H. Little proposes another kind of inhibition. He pleads, "Don't drag us too far!" Shoot, if you must, at our old imaginations, but "don't send us on the wings of fancy into the farther reaches of interplanetary space, only to yank us back to the grim realities that are your products." Mr. Little protests under the heading, "Cats and Elevators."

* * *

Salesmen and sales manuals are natural enemies. A salesman dislikes a sales manual on sight. But he can be placated. Arthur W. Wilson, of Wilson and Bristol, Inc., describes the method by which the Fitzgibbon Boiler Company

introduced a sales manual painlessly and effectively.

* * *

Old Aesop Glim, who, as we revealed last week, has been in Germany, peering around, continues this week to present his report. In literal translation, he quotes the governmental regulations that control advertising.

* * *


Norge to market new oil burner * * * T V A will advertise Muscle Shoals development * * * United States Building Loan League sponsors \$500,000 campaign * * * Chicago has new advertising club * * * Solka opens national advertising drive * * * Asparagus and mayonnaise pushed in Coast campaign * * * Hartford Fire employs unusual copy angle in advertising addressed to agents * * * WLW opens 500,000-watt station * * * ANPA convention week in New York City.

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A GOOD MARKET GETTING BETTER



New Car Advertising Up 222%
In the Journal & Bulletin

New Car Sales Up 149%
In Rhode Island



A healthy increase, in a healthy market. A market that will need 31,000 new cars in 1934 to retire cars now seven years old or older.

The best months for car sales are just ahead. Based on March activities, they should prove highly profitable to new car advertisers.

Representatives:

C. H. EDDY CO.
Boston — New York — Chicago

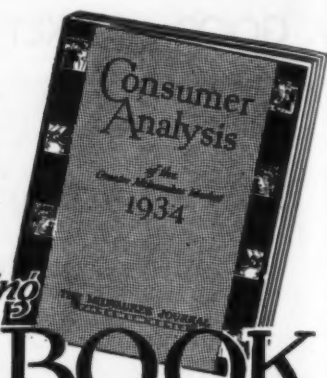
R. J. BIDWELL CO.
San Francisco — Los Angeles — Seattle

Providence Journal & Bulletin
Dominating New England's Second Largest Market

A TEST MARKET

*with a
Sales and Advertising*

GUIDE BOOK



MILWAUKEE is one metropolitan market in which advertisers need not grope in the dark on test campaigns. The "Consumer Analysis" shows the way to buyer response.

Before beginning a sales and advertising campaign you can know the buying record of the community covering hundreds of products for more than a decade. Figures on annual consumption of both package and bulk goods, brand preference, number of brands, dealers stocks and other accurate data enable you to plan a campaign with maximum success.

Sell Milwaukee first with the aid of the "Consumer Analysis", and you have the basis for successful campaigns in other large markets.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

Advertising Success Story: Dr. Lyon's

Sales of Dr. Lyon's tooth powder for 1933 were double those of 1932. Sales for the first quarter of 1934 indicate an increase of 200 per cent over the corresponding quarter of 1933. In this article Mr. Weissman, at the request of PRINTERS' INK, discusses the part which advertising has played in making this record possible. Incidentally, the Watkins Company is spending \$1,500,000 for advertising this year—as against \$550,000 in 1932 and \$860,000 in 1933.

As told to Bernard A. Grimes

By H. A. Weissman

Vice-President and General Manager, R. L. Watkins Co.

OUR success has been achieved because we subordinated the advertising of our brand to the more important job of advertising tooth powder. Our advertising when we first took over Dr. Lyon's tooth powder might very well have been underwritten by a group of manufacturers. Examination of our initial campaigns will show that all we did for our brand directly was to feature the can which, of course, is in marked contrast to a tube of tooth paste.

It was not until four years later, somewhere in 1931, that our copy really began to feature the logo-type "Dr. Lyon's Tooth Powder."

Even today our copy in newspapers, car cards, posters and on the radio, prominently features "Use Powder" as the main theme. Mention of our brand is incidental to this. Take our radio continuities as an example. These, with rare exceptions, talk powder, making no mention of our brand until the closing sentence is delivered and, sometimes, only the last three words mention it.

It was only because of our belief in powder generally as a tooth cleanser that we bought the Dr. Lyon's business, not on its sales or earning power. If earnings were

the only determining factor we would have passed up the proposition. At that time, 1927, the ratio of tooth paste to powder sales was about thirty to one in favor of paste products.

It meant ignoring competition so far as featuring one brand was concerned. It meant claiming nothing about any particular brand for, until the general public was convinced that any powder was the best dentifrice they could buy for keeping teeth clean, we naturally could not expect success with Dr. Lyon's.

As a convincing argument, the dentist was brought into the picture, as follows:

Do as your dentist does when he cleans your teeth.

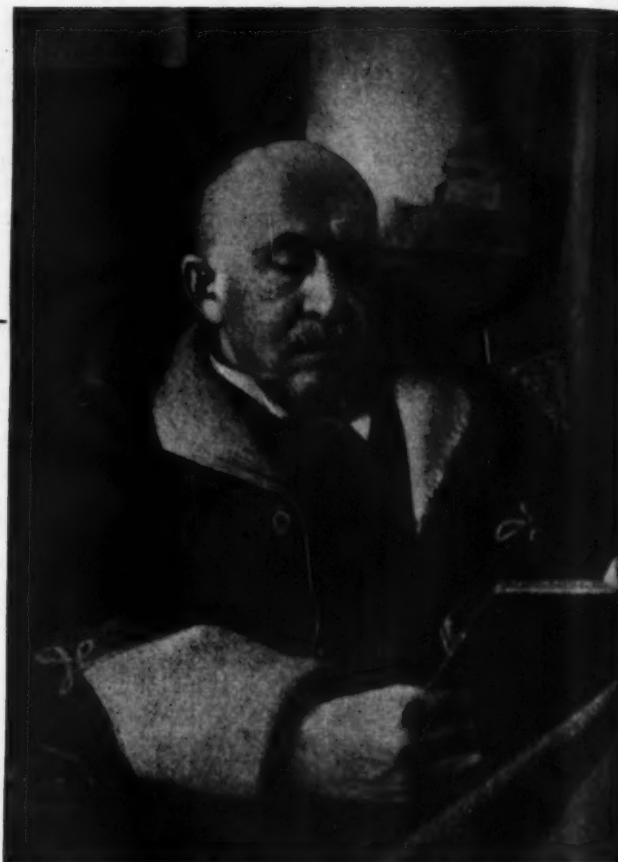
Use Powder.

There is nothing known that will clean and polish teeth so quickly and leave them so gleamingly white as Powder.

That is why your dentist, when cleaning your teeth, as you know—always uses powder.

As it is only the powder part of any dentifrice that cleans, a dentifrice that is *all powder* just naturally cleans best.

This advertising appeal, we feel, has stood out in a mass of claim and counterclaim in the field of



The late WILLIAM GRAHAM SUMNER, author of "*The Forgotten Man*"

★ "The Forgotten Man is delving away in patient industry, supporting family, paying taxes, casting his vote, supporting church and school, cheering for the politician of his admiration, but he is the one for whom there is no provision in the great scramble and the big divide."

J. WALTER CAMP

The FORGOTTEN MAN"

When Graham Sumner's essay, "The Forgotten Man," got little attention it was written in 1883, or when it was published in 1918. But when his ideas are out of joint, the Forgotten Man needs only a rallying cry to go into action. In 1932, Sumner's phrase was used to supply the emotional urge in selling an unfamiliar product, "The Deal." Other phrases have suited the times and other "new deals": "Give me liberty or give me death" . . . "The Bastille" . . .

★ ★ ★

SUCCESSFUL political leaders understand the principles of advertising better than many people who are engaged in advertising as a business. Political leaders know the force of an *idea*—a single, simple idea that makes contact with human need and emotion. They know it is only through their emotions that great masses of people can be influenced.

The most successful advertising always employs a basic idea, and presents it emotionally. Everything else in advertising—the type of media, the length of copy, the kind of art work—*everything* else is secondary.

Yet millions of dollars are spent every year on advertising which may be handsome, good natured, even clever, but which is without an idea and fails utterly to get under the skins of the millions who must be sold.

All agencies agree in principle that the basic idea is important. But if J. Walter Thompson Company differs from other agencies in any essential, it is in the ability to put this principle into action—to find the successful sales idea, and use it, and *keep using it*.

WALTER THOMPSON COMPANY

tooth paste competition as to the uses of a dentifrice.

The consequence has been that the sales of most powder brands on the market have increased rapidly. We realize that we have been building powder volume for our competitors as well as for ourselves. But eventually, we believe, our consistent advertising will get people to try our brand.

That is all the advertising can be expected to do. That's all we want. We are confident that our product will keep a trial user a steady customer.

Our conception of copy is a simple one. It is symbolized in an advertisement that PRINTERS' INK has previously mentioned, for Liquid Arvon. Created twenty years ago, this advertisement is still being used.

That an advertisement should have so outstanding a record, I submit, is a test of advertising principle as well as a test of advertising productiveness. I don't believe in striving for artificial stimulants. We are not interested in scaring the public into using our products. Our business would rest on the flimsiest of foundations if we had to depend on a frightened public for patronage.

The first fundamental of advertising success, as I had it drilled into me and as experience has proved to be sound, is: The product must be right.

Yet, in the case of any number of good products, the American public has thrust upon it urges to buy, not because of reasons of worth and usefulness inherent in the product itself, so much as dependence placed on tricky copy ideas. Any copy idea is "tricky" in my estimation when it, of itself, is supposed to do the work of separating the public from its money.

Some businesses may succeed with the use of a clever copy hook,

but only temporarily. Cleverness sooner or later runs its course.

A day of reckoning is certain to come. Maybe it will be in the form of governmental legislation aimed at forcing advertisers to stay within prescribed bounds. Maybe it will be the awakening of a public long deluded by an advertiser's exaggerated or merely clever appeal.

Do as your dentist does . . .

when he cleans your teeth

USE
POWDER

100% Cleansing Properties
Twice that of tooth paste

No Grit—No Pumice
Cannot possibly scratch
the softest enamel

Lasts Longer—Costs Less
Outlasts tooth paste 2 to 1



POWDER CLEANS AND WHITENS TEETH—as nothing else can

THERE is nothing known that will clean and polish teeth so quickly and leave them so gleaming white—**as POWDER.**

That's why your dentist, when cleaning your teeth, uses just a little—always one powder.

As it is only the powder part of any dentifrice that cleans, a dentifrice that is ALL POWDER—just one tooth-cleanser last.

Dr. Lyon's Tooth Powder is ALL POWDER—100%.



Cleansing properties. This is more than twice the cleansing properties of tooth paste.

Dentists everywhere recommend Dr. Lyon's Tooth Powder, because—teeth simply cannot remain dull and film coated when it is used.

Dr. Lyon's Tooth Powder cleans off all stains and tartar, and polishes the teeth in a harmless and practical way that leaves them sparkling—many shades whiter.

Free from all grit or pumice, Dr. Lyon's cannot possibly scratch, or injure the softest enamel.

Dr. Lyon's Tooth Powder leaves your teeth **REALLY CLEAN** and clean teeth mean—firm, healthy gums and the best possible tooth decay.

Powder leaves your teeth looking so much cleaner, your mouth is so refreshed, and your breath so sweet and pure.

Once you use powder you will never go back to tooth paste. Powder by the thousands are changing daily.

Dr. Lyon's Tooth Powder is not only doubly efficient, but it costs only half as much to use. Even a small package lasts twice as long as a tin of tooth paste.

Dr. LYON'S TOOTH POWDER

The idea of powder as a tooth cleanser is played up more than the brand

In 1927 when we were considering the purchase of the Lyon's business, the then owners of that famous trade-mark (it was first put upon the market in 1866) were alarmed at the inroads that tooth pastes were making on the powder market. The company thought it would be good strategy to bring out a tooth paste.

Its advertising when we bought the business was featuring both products, putting the greater stress on the tooth paste. The first thing that we did when we took the business over was to drop the paste. We concentrated on the powder. Why? Because we had an adver-

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MONTHS' STORY

In all these major divisions of advertising and in many other important classifications, The Sun led all New York evening newspapers for the first quarter of 1934.

OVER 300,000 CIRCULATION

The  Sun

The Newspaper of Distinction in its Readers, its News and its Advertising

NEW YORK

tising idea which we felt certain would popularize the powder in the face of heavy tooth paste competition. But the more important reason was our faith in the powder product.

We were not interested in the defense item. We were convinced that Dr. Lyon's powder was a good product and that it would hold its own, provided it was backed by effective advertising.

Was our faith in the product and the advertising idea justified? I won't beat around the bush in answering that question. I shall quote figures from the record as the best reply.

In 1927 when we bought the business the previous owners were spending on powder and paste advertising about \$160,000 a year. As I said we dropped the paste. In 1928 we spent on powder advertising about \$200,000.

Our copy played up the argument that it is only the powder part of a dental preparation that cleans teeth. This sums itself up in our slogan "Do as Your Dentist Does." All we claim for our product is that it will clean teeth.

Our advertising plans were based on a program that would call for, as far as possible, a re-investment of a very substantial part of every sales dollar received.

Our aim was and is to follow this program until our advertising appears in every form of medium and until we reach a saturation point beyond which it would be unprofitable to increase our budget further.

\$1,500,000, in Advertising This Year

In 1929 our budget was increased to \$240,000; in 1930 to \$360,000; in 1931 to \$500,000; in 1932 to \$550,000. Our expenditure in 1933 jumped to \$860,000. This year our plan calls for an expenditure of \$1,500,000.

Last year we conducted an extensive car card and poster campaign. This year our schedule jumped to a 100 per cent showing and Lyon's messages will appear in every car and bus and railroad station throughout the

country where it has been possible for us to contract space.

Last year we used thirty-eight radio stations. For 1934 our use of this medium has been enlarged to carry our programs over sixty-four stations. In 1933 our newspaper list covered 200 newspapers which for 1934 has been increased to close to 500.

We have no free deals, never had any and we stick to a policy of one price for everybody, whether a large volume buyer or a small drug store.

Sales of the product during 1933 were more than double the volume of the previous year. For the first three months of 1934 reports show that sales are running about 200 per cent ahead of the volume done in the corresponding quarter of 1933.

Never Dropped Any Medium

These sales increases justify advertising expansion. We have never dropped any medium of advertising taken on during the seven years that we have owned the business. Instead we have increased our use of the mediums and we have further plans which will be carried out as our expectations materialize.

If the public is gullible, and I emphasize "if," sometime or other it will take an opportunity to check up our advice with a dentist. His word has weight yet his support isn't to be bargained for. But if a product is right, it is good ethics and good business to make the dental profession acquainted with the product.

In 1928 we inaugurated a sampling campaign to bring our powder to the attention of the profession. We started in Pennsylvania that year and in 1929 added New England and have broadened this activity until now we are sampling practically every dentist in the country. In addition to sending a sample every month we also, on request, supply them with all the powder that they can use the year around. Out of 65,000 dentists on our mailing list there are more than 30,000 to whom we send sam-

(Continued on page 108)

The New York Times
reaches 25 per cent more
men who pay over \$30 for
their suits, in New York
City, than any other New
York newspaper.

A fact from
The Polk Consumer Census
of New York.



An illustration from Cosmopolitan for May, 1934

**Men who
sell know the
power of GREAT
FICTION to stir Emotion
...to stimulate
Desires**

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CO

**"The most influential books
and the truest in their influence are works
of FICTION. They re-arrange, they repeat,
they clarify the lessons of life,"**

said Robert Louis Stevenson

Perhaps this amusing Cosmopolitan tale of a fat man and his love is GREAT FICTION... perhaps it is only a 'good story'. But at any rate, who could possibly read its seventy-three mouth-watering allusions, (to everything delectable from honeyed grapefruit at breakfast to foamy hot chocolate just before going to bed) without yearning, actively, for any or all of them! ● *Today's* GREAT FICTION in Cosmopolitan is constantly stirring emotions, stimulating desires, which *Today's* GREAT ADVERTISERS in Cosmopolitan as constantly are satisfying. ● The wants of more than 1,600,000 well-to-do families are many and unending.

COSMOPOLITAN

Dispossessed Youth

In Which Prof. Pitkin's Idea of Mass Advertising Program Against Defeatist Attitude Is Assailed

ABBOTT-TAYLOR RESEARCH SERVICE
BOSTON

Editor of PRINTERS' INK:

Professor Walter B. Pitkin in *PRINTERS' INK* for April 12, discussing "Idle Youth New Challenge to Advertisers," focuses a misleading light on a dangerous social problem. He places a false responsibility on advertisers to solve it as advertisers, and, worse, goes on to suggest a method which would only aggravate its menace.

The role of the advertiser in relieving the plight and threat of the country's mass of unemployed youth can and should be indirect. He can help only by improving business conditions and he can do that only by concentrating on his appointed task of converting present, potential consumers into actual buyers. That is a tough enough job to do right without his indulging in a futile program of mass Pollyanna education to overcome the defeatist attitude of dispossessed consumers.

Professor Pitkin knows what he is talking about when he speaks of dispossessed youth. He is correct when he states that from five to eight million young men have an annual income of only \$100. It is true that most of these have become reconciled to a low, un-American standard of living and adopted the defeatist attitude of "Let George (in this case Uncle Sam) do it" and the anti-progressive philosophy of "As long as I have a place to sleep and a bite to eat, I'll be satisfied." These facts are true, too true.

But it is in his interpretation and analysis of these data that the professor errs. It is not for the advertisers to overcome the depressed psychology of these dispossessed consumers "lest it continue should prosperity return"; his concern is with potential, not dispossessed consumers. And if he

does try to ballyhoo the youth, he'll make matters worse. For their psychology is depressed because of the dispossession. The real problem is lest the psychology vent itself in destructive violence should the dispossession continue.

The solution then is to make this impoverished group into prosperous, potential consumers. The advertiser's contribution is twofold. In a minor way he can help out by investing in apprentices. He might well subsidize a small margin of the vast number of unemployed youth with actual jobs. If he wants to engage in a program of mass education that should be his leading idea.

Concentrating on the Main Idea

First things should come first. In the same issue of *PRINTERS' INK* which contained the Pitkin article was a double-page advertisement of the J. Walter Thompson Company, headed "The Full Dinner Pail," that held sound advice. It recalled that the most successful advertisement is the one which has found the appeal closest to a basic human need—there being implied, of course, the corollary that the need has the means and wherewithal for its satisfaction—and that everything else about the advertisement is secondary and deserves only secondary consideration. Yet, it laments, millions of dollars are spent every year in futile attempts to give these secondary factors the force of the main idea.

That is the trouble with Professor Pitkin and too many of his advertiser-readers. It is the tendency to treat effects instead of causes and to elaborate with superficialities instead of constructing with fundamentals.

HAROLD MILONTALER,
Director of Advertising
Research.

Grading? It's Here Already

Trade-Marks Become Grade Marks, and Thus Advertisers Make Unnecessary Proposed U. S. Supervision

By Robert W. Palmer

TALK of Government grading of manufactured articles, for consumers' guidance when buying, has set me thinking. I had always supposed I was buying by grade when purchasing Interwoven socks, or a Stetson hat, or Nettleton shoes. The trade-mark, to me, was a grade mark. Without saddling up on the product the cost of Governmental supervision, quality commensurate with the price paid was satisfactorily assured.

It was not only nationally known and advertised trade-marks that I came to trust, but stores' private brands as well. Shoes at Rogers Peet, women's hosiery at Altman's or Marshall Field's, furniture at Wanamaker's, rugs at Sloane's, linens at McCutcheon's—all these articles and scores of others had been purchased trustingly under private brand names or no names at all. The fact that they had come from a reputable house indicated that they had been purchased by a competent buyer of that house. The buyer had graded them for me in a way that seemed fully as satisfactory as if done by an appointee of the Federal Government.

With all confidence I would order from a ponderous volume issued by Montgomery Ward or Sears, Roebuck and get articles back that would be up to the quality mark that I had been led to believe I would get. Sight unseen, but the transaction was always satisfactorily completed.

Then came the proposal for Government grading and the thought was brought home to me that I had been swindled all these years—right and left. Probably those canned tomatoes that somebody or other puts up down in Maryland are Grade B instead of Grade A, with some of the sunshine omitted from their vitamins.

The sheets on my bed—maybe

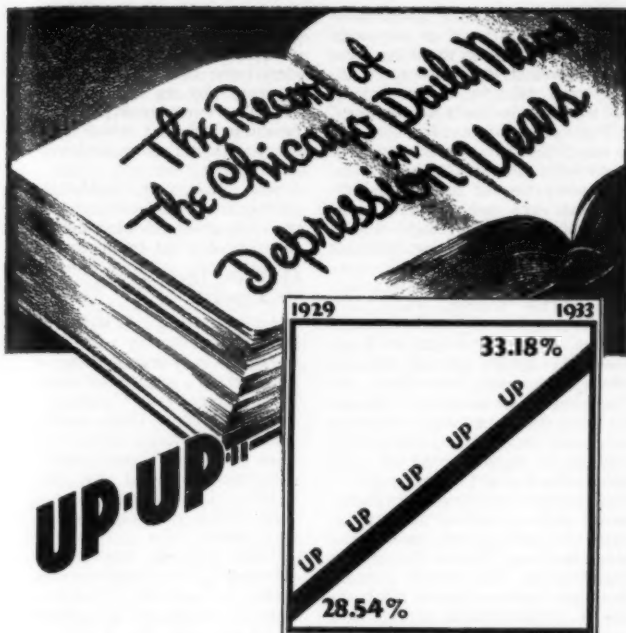
they are three-ply instead of four and consequently entitled to only a C-plus rating. The suit of clothes on my back, which has stood me in good stead for three seasons—would the Bureau of Ovine and Lanolin Industries award to it a passing mark or flunk it ignominiously?

Pondering even further, I believe I found out what it is that leads consumers to place confidence in this brand or that, this store or that, and go back time after time for more of the same thing. It is reputation. The General Electric refrigerator, the Ford car, Wrigley's gum, Jello-O, Crisco—they all have the confidence of a vast number of people because they know the manufacturers' reputation and the reputation of the goods they make. In buying anything of the type represented by these products, and within their price range, purchasers have assurance that they cannot go wrong by purchasing these articles. Many persons will prefer competing articles but again it is because of reputation for goodness and reliability.

Trade-Marking of Ingredients

All this is old stuff. But it leads directly to the point of this article, which has to do with the grade marking—or trade-marking if you will—of material that enters into a finished product but which is unidentifiable by any practical means. Chemical analysis would undoubtedly be employed by the Government inspectors to find out the component parts of many articles of commerce. The fact that an article gave service and met the needs of the purchaser would be of slight account.

And indeed there are cases enough where an analysis of some kind would be consoling, at least,



THE DAILY NEWS PERCENT-
AGE OF TOTAL DISPLAY
ADVERTISING IN ALL CHI-
CAGO DAILY NEWSPAPERS

. . . in the
percentage of **TOTAL DISPLAY
ADVERTISING** in Chicago daily
newspapers . . . in the years when
smaller advertising budgets had
bigger jobs to do.

THE CHICAGO DAILY NEWS
EVERY YEAR A YEAR OF LEADERSHIP

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW
YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

says Mr. Barstow, "to those manufacturers who have an unusually good product but on the other hand if the product in the slang of today 'can't take it,' a tested label will act exactly like a boomerang."

The dyeing of textile fabrics is an important process but one that often baffles the intelligence of women when buying garments. Fabrics that are not properly dyed and finished, when made into a dress, don't always give evidence to customers in the retail store that they will not give satisfaction.

But The United Piece Dye Works comes to the rescue of these women, who have no way to know about the dyeing process through which the dresses have been put. The process is so utterly intangible from the standpoint of the final purchaser that she is obliged to rely on the reputation of the store where she buys. This reliance, indeed, in the case of retail establishments that are not of the gyp variety, is well placed, as a rule. Now, however, United Dye Works comes to her aid. If the garment she buys bears a United label, she has the double check to fall back on—retailer and dyer. This is the way it works:

Textile fabrics are sent to The United Dye Works for dyeing and finishing. After that they go through the piece-goods house to the dress manufacturer and finally to the retail store. The dress manufacturer attaches to each garment a tag reading: "The fabric in this garment was dyed and finished by United (cut of trade-mark). This trade-mark is your guide to finer quality dyeing and finishing. The United Piece Dye Works, Lodi, N. J."

Has Educational Program in Mind

"Eventually," says W. R. Blum, "we hope to build up through all of these steps, including the consumer, an educational program that will be of benefit to everybody along the line."

Note particularly this statement of Mr. Blum's: "We feel that this idea is sound as we are practically putting our reputation as dyers and finishers into the goods

which are so identified and we are giving each party along the line of distribution the opportunity of identifying those goods which are processed by us and of discriminating between 'quality' dyeing and finishing and that which does not carry with it the reputation of the processor."

And that, we submit, goes further than the Government could do with a man sitting on the lid of every dye vat in the land.

Continual Improvement Its Standard

An interesting side light on governing quality in semi-finished products is furnished by J. B. Frierson, Jr., vice-president of the Dixie Mercerizing Company. This company makes Dixie mercerized yarn. It advertises to the trade to show how through controlled manufacture, governed by constant tests, it is putting out a strong yarn that is meeting hosiery knitters' needs.

"The quickest way to expose sub-quality merchandise is to advertise it," says Mr. Frierson, "and have it accepted by prospective users who find that it fails to run according to expectations. Dixie duren is in constant use on the machines of our customers whenever their plants are in operation, so unless we constantly maintain the quality which we advertise, such advertising would prove uneconomic and impossible.

"We recognize no standard except that of continual improvement. There is every probability that our quality will be higher than it would be if we knew that it was only necessary that we meet a specified Government standard quality. It seems apparent that the setting up of Government standards would lead to mediocrity rather than to continued constant improvement for the benefit of our customers, and ultimately the consumer."

One more example of successful grade marking that is now being accomplished is provided by The Viscose Company, producer of rayon. This, indeed, comes near to being a perfect example. William C. Appleton, general sales

manager of the company, will tell how its advertising of Crown rayon yarns, right through to the consumer, is doing the very thing that any official grading could do—only doing it better.

"When advertisements of Crown Rayon appear in magazines and other media with the Crown Tested quality insignia," says Mr. Appleton, "it means that the merchandise advertised has actually been laboratory tested for wearing qualities, color fastness and other attributes by the Better Fabrics Testing Bureau. All fabrics bearing the Crown grade mark are tested under the same impartial rigid specifications, consequently a standard of quality is strictly maintained.

"This assurance of tested quality is double-barreled; it establishes confidence with the dress manufacturer who buys the fabric from the converter and it also inspires confidence in the retail shops which buy from the manufacturer. The third step in this plan of quality assurance is the advertising, which carries the Crown Tested quality message to the consumer.

Tag on Merchandise and in Advertising

"During the last year we have used leading fashion magazines to tell our fashion story. We are building up an acceptance of tested quality rayon merchandise by featuring the Crown Tested Quality insignia in every advertisement. We have a follow-through on this insignia, for it would not be enough to show the tag only in advertisements. The hang-tag appears on all merchandise made of Crown Tested Quality rayon sold in retail stores. Thus the consumer having seen the tag in our advertisements recognizes it on the actual merchandise.

"Because we maintain a constant check on all rayon fabrics so graded, the consumer is assured of getting the same quality merchandise every time she buys something that is marked with our grade mark.

"Grading of merchandise and its

advertising seems to me an inevitable step. We have just passed through four years of merchandising in which price was the consumer god. During that time much merchandise that was inferior was foisted upon the bargain-hunting public, who in their endeavor to save a dollar here and a few cents there, accepted this merchandise at face value. Those days are over, and the once gullible consumer is demanding quality assurance in everything she buys.

Identifying Advertising and Product as One

"Manufacturers of all lines of merchandise are trying to convince the public that their merchandise is right. By means of consistent advertising they are attempting to put across to the buying public the background of experience which produces the ultimate product. This can be accomplished only through advertising which identifies a particular item with a quality grade mark which is invariable. Quality acceptance is predicated upon the identification of the product and the advertising as one in the public consciousness."

It will always be possible for consumers to buy cheap or inferior products as well as those that are expensive and superior. Price, of course, is not always the factor that determines goodness. Government grading would not insure one high standard of quality. It would attempt to rate articles of commerce according to quality so that a purchaser could get grade A if he wanted it and would buy grade C with his eyes open.

This article has attempted to show that manufacturers of raw materials and semi-finished materials are now providing grade marks that accomplish that very purpose. Of course, a company that is not careful about its reputation won't shout from the housetops about its grade mark. As Mr. Frierson said above, "The quickest way to expose sub-quality merchandise is to advertise it." He might have added that the quickest way to establish quality merchandise is to advertise it.



THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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STREAMLINING

is as Old as the Hills

SINCE time immemorial, men have known that *resistance* must be removed, if they wish to *progress*.

Particularly is this true when men have something to *sell*.

Yet many manufacturers seem to overlook this fact . . . seem to forget that only a sales policy which is Streamlined with *continuous* advertising will *continue* to fight resistance.

As soon as advertising stops, the

public starts to forget. As far as *your product*, and people's *memory* is concerned, the Corridors of Time *started only yesterday*.

The manufacturer who would maintain his hard-won position *must* continue to advertise. Those who would *regain* a lost prestige must *start* advertising once more *and keep at it*.

To both groups, the 27 Hearst newspapers represented by the Rodney E. Boone Organization afford powerful weapons in 14 of America's foremost market-areas . . . not alone to maintain public memory, but also to exert the persistent, *compelling pressure upon retailers* that forces goods to be sold.

☒ ☒ ☒ *The Corridors of Time Started Yesterday* ☒ ☒ ☒

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago Detroit Cleveland Boston
Philadelphia Rochester Atlanta
San Francisco Los Angeles Seattle

Muscle Shoals to Advertise

A GOVERNMENT corporation, the Tennessee Valley Authority, organized by Act of Congress, has signed a four-month contract with Young & Rubicam, Inc., advertising agency. This employment of agency facilities, in itself, is unusual.

More unusual is the purpose of the program that is planned. It is an educational endeavor to promote consumption of electricity and to increase the sale of electric appliances—in homes.

TVA is constructing an extensive power system, built around the nucleus of Muscle Shoals. This will serve the residents of seven States: Tennessee, Kentucky, Alabama, Georgia, Virginia and North and South Carolina. The Electrical Home and Farm Authority, alphabetically known as the EHFA, is a

subsidiary definitely in the field of promoting home appliances.

EHFA is co-operating with a group of fifteen manufacturers who have agreed to build special products whose sale EHFA will finance. Three appliances have been selected, namely, a four cubic foot capacity refrigerator, a three burner range and an electric water heater. For farm use it has decided upon a portable and a foot motor.

The products will be sold through dealer outlets. Educational activities, for the present, will take the form of direct mail, issuance of special publications, window display and dealer help material, and publicity. Meanwhile, preparations include presentation of a long-time sales promotion and advertising program which will be taken up for consideration.



\$500,000 B. and L. Campaign

A PROGRAM of co-operative advertising to secure a wider public understanding of the functions of the country's building and loan associations is to be undertaken by the United States Building Loan League, Chicago, national trade organization of some 10,000 of these institutions. The campaign will involve an anticipated appropriation of about \$500,000.

Survey work upon which the advertising will be based is now under way, the campaign to begin as soon as possible after the completion of that phase. Present indications are that the early part of next fall will

see the start of the program, which, according to tentative plans, will include the use of magazines and radio broadcasts, with co-operative tie-up newspaper advertising in cities where individual associations are located.

The main purpose will be to explain the building and loan idea and induce investment in savings accounts and shares of local associations. Secondly, an effort will be made to encourage home ownership and new home construction and modernization.

The J. Walter Thompson Company will handle the account.



Appointed by "Life"

Life, New York, has appointed R. H. White as advertising representative in Detroit. He was for seven years with General Motors Corporation as advertising manager of Pontiac and assistant advertising manager of Chevrolet.

Charles L. Holt has joined the New York sales staff of *Life*. Until recently he was business manager of the *Japan Advertiser*, Tokyo.

Polk Promotes Burn

R. L. Polk & Company have appointed Walter P. Burn as director of their Consumer Census Division, with headquarters at New York. Mr. Burn, for ten years Pacific Coast and Eastern manager of the Bureau of Advertising of the American Newspaper Publishers Association, has been an associate director of this division since joining the Polk organization the first of the year.

Groucho Says:

Position? What the Heck!

Position eh? You're kicking about the positions we get for you in newspapers? Sounds kind of familiar, doesn't it? Say Kasten, old top, you are all wet. Soaked clear through, and I'm no publisher either.

Won't I do anything about it? Sure I will, I'll tell Driggs, our space buyer, that Kasten is madder than Hell about the bum positions we get for his advertisements. Yes, that's exactly what I'll tell him. What will he do about it? He will do his duty like a little man and make all your publishers think you are one awful cranky guy.

Oh you think being a crank brings results? Sure it does. Being very nasty about things always brings some kind of results.

Will it improve your positions in publications for Driggs to get busy on this? I hardly believe it will. Papers and magazines are as good to our clients as they can be, anyway.

What will Driggs say? Do you want me to tell you, really? Here's what he will say, "Oh, Lord, another holler, where I thought everything was jake!" Then he will write sassy letters and bawl out a few of his rep friends. You will get sneaked into some positions which may seem especially good for a while. The pub. reps will be sure to show you these and say, "Look, Kasten at the position we are giving you this week!" You will say the human equivalent of "Good Doggie!" Meanwhile some other clients of some other agencies will put up a squawk or two. These guys will get this largely imaginary special beefing service from some pubs till somebody else squawks.

Hang it all man, you asked me to tell you the truth, didn't you?

Say, Kasten, did you ever think how little it would pay any publisher to print stuff nobody wants to read, and thus make bad ad-

vertising positions? Think it over. A billboard behind a tree is bum position, of course, but any space in a live paper is good position, if it is a live paper. Driggs thinks his job is finding the live papers and making sure about the values of their space.

What do you think of this? I had a client kick like the deuce because an advertisement of his was put on a page that had several advertisements of the great Masto Department Store. And his stuff is on sale at Masto's. I told him he ought to cancel his squawk and pay extra for that space. If Masto's had solicited his advertisement to be on the same page with theirs, he would have jumped at it. Everybody who reads that paper knows Masto's, and most of them go there.

Then why did he kick? Same reason you kick, the very human idea that something different must be better.

Several reasons in fact why an advertising manager kicks on position. No. 2 is that a competitor's position as well as his copy look better to the man who has fussed over his own stuff and got tired of it. No. 3 is that foolish people have yapped about position so much that you wise men think there's more in it than there is. No. 4, this is an important reason—the advertising manager hasn't raked his agent over the coals for several weeks and it is time he did or the agent will get careless. No. 5 is because some advertising experts think that circulation and position are all that count in advertising and forget to say anything of importance in their copy.

If I had a paper and had to print lousy copy, or copy whose silly chatter was an insult to my readers, I would sneak that copy into the worst position I had if there was any worst, and by heck, I'd be justified.

What would I do if I was

spending my own money for space? Believe it or not, Kasten, I'd pretty much leave it to the publisher to treat me fairly. I'd try to pick publishers who have only good position for sale. Impractical you say? If I can help a publisher to get out a better looking sheet I'll get a better medium. If I work

too hard for special favors I'm not entitled to I may be doing it at my own cost.

What? Oh yes. I'll do my duty, I'll holler to Driggs. Driggs will get nasty with several pubs. Your soul will be at peace. You're welcome.

GROUCHO.

New Chicago Club Opens

A SOMEWHAT critical discussion of current Governmental policies by Professor Irving Fisher of Yale University marked the inaugural meeting of the new Chicago Federated Advertising Club last Thursday. Edgar Kobak, president of the Advertising Federation of America, also addressed the meeting, noting, among other things, that "advertising can and will clean its own house instead of awaiting regulation by the Government."

Expressing himself as very much in favor of the monetary policy of the present Administration, Dr. Fisher at the same time stated that other phases of the New Deal, industrial regimentation measures in particular, have hitherto not contributed to recovery.

"There are two widely different methods of dealing with times of depression, that is, times when

business becomes unprofitable and, for that reason, lets its workmen go and join the unemployed," he said. "One way may be called the socialistic or Russian way—namely, for the Government to run things itself, not for profit but for the unemployed. The other way may be called the American way—namely, to let business make profits again and re-employ labor without government aid.

"I believe in the American way and that we should not resort to any method until it has been given a fair chance. The Administration has been trying a little of both and, I think, has already gone too far toward the Russian way and not far enough nor fast enough in the American direction."

Approximately 500 members and guests attended the meeting, which was presided over by W. Frank McClure.

Two Vice-Presidents for Cowan & Dangler

William T. Malone and Joseph Husband have been appointed vice-presidents of Cowan & Dangler, Inc., New York agency. Mr. Malone has been a member of the executive staff of the agency since its inception ten years ago. Mr. Husband joined the staff recently, and has been in the advertising business since 1926.

Insulite Appointments

Joseph Sanders, Jr., has been appointed manager of advertising and publicity of The Insulite Company, Minneapolis. H. H. Strobusch has been appointed assistant manager. Mr. Sanders formerly was merchandising counsel for the Matthews Company, Detroit. Prior to rejoining Insulite, Mr. Strobusch was its assistant advertising manager.

Frigidaire Forms Air Conditioning Division

The Frigidaire Corporation has formed a new air conditioning division, of which J. J. Nance has been named manager. J. C. Chambers, for the last two years sales manager for air conditioning equipment, becomes sales manager of the new division. L. E. Smith has been named manager of a section devoted to sales engineering and application of air conditioning products. Frank C. Lyons becomes director of air conditioning education.

Bolger Joins Donahue & Coe

Edward C. Bolger has joined the copy department of Donahue & Coe, Inc., New York agency. He was formerly an account executive with the Wm. H. Rankin Company and previously was with MacManus, Inc., Detroit.

Welcome to Newcastle . . . a thriving town in the Indianapolis Radius . . .

When we say thriving, we mean nothing else but!

For your edification, Newcastle is about 45 miles northeast of Indianapolis (in the retail trading territory); the government said it had a population of 14,027 in 1930. . . .

But listen to this:

"Factories hum at Newcastle". . . "Acute housing problem arises with industries operating 24 hours daily". . . "In Newcastle, another city which did not have a big relief problem to cope with, the problem is not one of providing desirable houses . . . it is a question of finding places where workingmen can lay their heads o' nights".

And Newcastle is but one of the many villages, towns and cities in the 70-mile Indianapolis Radius that have felt the upward surge of stimulated business and increased buying power.

Fortunately you can reach this compact, unified market profitably from a distribution and advertising standpoint, through one city . . . Indianapolis.

Indianapolis is the jobbing center of the entire state, and The Indianapolis News, by virtue of its coverage of the Radius, can do the advertising job ALONE . . . a combination that is a "natural". Put it on your schedule NOW!

THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York:
Dan A. Carroll
110 East 42nd Street

Chicago:
J. E. Lutz
180 N. Michigan Ave.

Cats and Elevators

An Exploration into the Influences That Cause Copy to Start So Far Away

By Arthur H. Little

PROBABLY my understanding is befogged, here and there, with blind spots. But that's enough of concession. My dumbness, I maintain, is neither eminent, nor unique, nor even mildly remarkable. It's just average.

Yet, when I look at a picture of a cat, I do *not* think of elevators.

Further, I don't recall that I have been moved to think of elevators even on the occasions when I have seen cats climb trees.

In revealing this infirmity and in contending—as I do contend—that it is a form of mental lameness that is shared by many of my countrymen, perhaps I am touching on what is wrong with the opening paragraphs in many pieces of advertising copy.

To a casual observer, it might seem that writers, when they emerge from newspaper offices and enter, dazedly, the decorated precincts of advertising agencies wherein almost no one spits on the floor, quickly acquire an occupational disease that might be called obliquitis.

By no other hypothesis, so it might seem, could anyone explain why a wordsmith, theretofore accustomed to take his subject squarely by the horns and forthwith conquer it, should develop a propensity to come at it from the oblique and, crouching behind a cloud of his own words, undertake to vanquish his topic by talking it to death.

By no other line of reasoning, so it might seem, could an onlooker bring himself to understand why a copy writer, confronted by the job of selling pints of paint to housewives, leads off with Montmorency Falls by moonlight.

I am quick to concede that there are devices and expedients by which written language can be invested with life and even made to

sing. I have heard, for instance, of the rhetorical effectiveness of personification; and, among the advertising pages of magazines, I have encountered sonnet-like bubblings proudly titled, "I Am Youth," or "I Am Charm," or "I Am the Lawnmower."

I have heard of the power of drama; and, in advertising copy, I have read my way through blobs of dialog that, in voices typographically explosive, has brought feebly motivated forces into conflict to demonstrate incredible beatitudes about such things as beans.

About these fairly innocent aberrations, however, I haven't worried—much. Sometimes they have served useful purposes; and clinical history proves that, even in their goofiest and most annoying phases, they tend to run their courses and then eliminate themselves.

But this other thing!

Safely, we may assume that every copy writer knows what he's up to. He knows that when, with both his hands loaded with facts, he steps into white space, he is inviting a lively contest with the reader's inherent resistance.

Yet why—we readers wonder—does he devote the opening rounds to waltzing?

Perhaps It's Pathological?

Potent as are the temptations that beset him, not even these would seem strong enough to unsettle him so. And, remembering the dancing mice whose quaint gyrations are symptoms of pathological disturbance, we conclude that the fellow is sick. What he's got, we're sure, is obliquitis.

But, of course, we're wrong. Mentally and physically, he's sound—as sound, indeed, as an account

executive, or even a vice-president.

His trouble, indeed, it not his own at all. Not usually. Generally, it has been wished on him by somebody else. Generically, it's a thing called an Idea. Professionally, it is known as the copy angle.

Somebody says: "Now, on this elevator advertisement, we've gotta be different. The stuff is institutional, of course, but it *must* attract attention. I think, Bill, that I know just the angle for you to take. I happened to see it, a minute ago, in the art department. It's a knock-out photo of a big, black cat."

A Sort of Loose Connection

Bill, who doesn't need to raise his eyebrows any more because they're that way permanently, says: "Hm-m-m. Well, now, offhand, I can't say that I see the connection." For a moment he muses, then: "You know, the advertisement's really supposed to be about elevators and elevators are things that people generally associate with tall buildings; and so, if we've got to go in for animals, why not use something related to height? For instance, a giraffe. No good, eh? Well, then, a cat she'll be."

A cat she is. With that knock-out photo before him, and with his space blocked out, Bill starts with cats and, through analogies about sure and silent motion, he does his best to write his way out. And, considering his handicapped start, he does pretty well.

But when the page finally appears in print, Bill looks at it and sighs and says: "Well, maybe I'm wrong. Maybe it is an advertisement."

If Bill leafs through the magazines he'll find other pages like his.

For instance, here is one whose purpose is to sell the services of a firm of consultants in engineering.

Its pictorial overture—the element of which the copy writer was compelled to dispose before he could get down to business—is a four-color presentation of a fencing bout in what looks to be the

armorer's hall in a feudal castle.

This man has written his way out like this:

"*EN GARDE* . . . Even the most expert swordsman found frequent practice with a master-at-arms necessary to his continued skill . . . his claim to life itself. So the modern executive tests his administrative policies . . . production plans . . . distribution methods . . . with the aid of analysis, impersonal in its approach, impartial in its findings. No matter how successful a business, there is still need of the search for the vulnerable spot."

Skilful transition? Of course it is! But why start from a point so remote from the experiences of the men at whom the copy is aimed? I submit that you go into action at a dire disadvantage when you compel Old Man Smudge, who runs the Smudge Boiler and Bridge Corporation, to imagine himself bewigged, bedoubled, behosed, and besplattered, fencing a sprightly setto against a background of coats of mail.

Business Men as Cowboys

Now turn a page or so and you find the advertisement of a concern in the office-appliance industry.

The illustration, stirringly active, reveals a business man astride the back of a galloping, loose-leaf ledger.

The headline reads: "Ride 'em Cowboy!"

And the first paragraph of copy goes like this:

"Sure, the going is tough. It's a bruising ride . . . to keep in the black . . . with selling prices what they are and volume a fraction of normal. Every day brings jars and jolts that rattle your wisdom teeth . . . but you've got to ride it out. And you can . . . with proper control."

Business, you see, isn't a fencing joust, at all. It's a rodeo.

It has been argued, and it will continue to be argued, that the primary purpose of an advertisement is to catch attention. An artist might contend that, if he

FREE!
almost 500,000 new
& negotiable
CUSTOMERS!

●

SALESMEN often trade tips. Here's a hot one: Our Sunday edition has picked up almost 500,000 new reading families since September! These new families have increased Sunday News circulation from around 1,800,000 to almost 2,300,000! They constitute the cream of the national market—richer, closer together, more reachable, cheaper to sell • 1,160,000 of them are in New York City; 370,000 are in the New York suburbs; and most of the remainder are in more than 100 cities of more than 10,000 population within approximately one hundred miles of New York City! • Remember, too, that these are **NEGOTIABLE** customers. You can make them your customers—

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through the Sunday News! A growing circulation indicates an active market! • And advertising addressed to this huge new audience entails no extra cost—because the rate for almost 2,300,000 circulation is the rate set in 1928 for 1,450,000 circulation! • The rate can't last forever—but what an advertising opportunity it makes possible now! • Send a space reservation—soon—to hold the best advertising bargain available anywhere today!

• **THE NEWS**, New York's Picture Newspaper—220 East Forty-second Street, New York City; Tribune Tower, Chicago; Kohl Building, San Francisco.



2,132,647 COPIES NET PAID
 Sunday News average—6 months ending Mar. 31, 1934

creates a beautiful picture, or captures a spectacular flash of action, he has produced a work that, when it has been labeled with the advertiser's logotype, will constitute a complete advertisement.

As a matter of fact, we readers see, occasionally, a page of advertising in which the picture, with just a handful of words, tells the whole story. But pages like that are rare—as rare as perfection, itself. Each of them represents that happiest of coincidences when an illustration can be made to stand as an argument for the product or service that the page seeks to sell.

Standing before such a picture as that, any copy writer, I'm sure, would bow in admiration and say: "Well, for once in my life, I've actually seen a picture that really is worth a thousand words!" And then, if he were an emotional soul, he might add: "And now I'm ready to die."

"But It Gets Attention"

It has been argued, and it will continue to be argued, that the surest sure-fire method of catching attention is to stage a stunt. Often, staging a stunt is called "doing something different."

Well, I know a fish salesman who does card tricks. More or less as a part of his selling routine, he shows his prospects how to deal a round of poker so that suckers A and B will draw to fill full houses—and actually fill them—but friend Al, across the table—and seemingly much to Al's astonishment—will find himself possessed of four aces.

In addition, this unusual salesman of fish will preface a selling talk by causing a dime to transform itself into a quarter and then, if he's in the mood—and he usually is—he'll climax his magic by swallowing two lighted cigarettes.

But the prospects of Tommy Gorton all belong to a kind of lodge whose simple ritual is this remark: "Tommy's a character. In all the world there isn't another salesman who could do the things that Tommy does—and get away with them."

And then, of course, there's psychology. It is an axiom fairly well established that most readers enjoy imaginative literature because therein they find vicarious adventure—because they are pleased to visualize themselves in the happy position of the triumphant and soon-to-be-married hero, or in that of his blooming, if somewhat jittery, prospective bride.

No doubt, the hypothesis is tenable. Anyway, it sounds sensible. And creators of advertising have been quick to apply its principles. So shrewdly have they used it that, to cite just one of the manifestations of its influences, we describe an unduly handsome man by saying he looks like an advertisement for collars. Furthermore, with certain hopeless but philosophical exceptions, we all believe that, in at least a few of our lineaments, we look like the collar-ad man, too.

But in these harmless, if somewhat overdrawn, imaginings we keep within the bounds of rationality. We have our moments, but not at the expense of unseating reason. There are a great many of us who know that, as to profile, we're licked by Barrymore; but there are many of us, too, who know—indeed could prove it by measurements—that, as to ears, we outpoint Clark Gable.

Our Geographical Limitations

Yet, although we have our moments, we also have our limits. One of these limitations, I surmise, is geographical. Many of us have imagined ourselves in the White House; but few of us, I'm confident, have wondered how we'd look on the throne of England.

Another limitation, I suspect, is chronological. Many of us have imagined ourselves in the shoes of Dempsey at Toledo; but few of us—anyway, since we donned long pants—few of us have imagined ourselves in the boots of Captain Kidd.

Imaginatively, we'll follow will-o'-the-wisp a long, long way; but there are borders, it seems, that we will not cross.

As readers, even as readers of

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advertising copy whose purpose is institutional, we say: "Don't drag us too far!"

Don't send us on the wings of fancy into the farther reaches of interplanetary space, only to yank us back to the grim realities that are your products. Don't lead us into history, only to prove that your trade-marked gadget excels the gadgets of the guilds. Don't lure us into the kingdom of the fauna, only to dunk us in the cold, cold pool of the coupon.

Attention, imagination, dramatization—all these compounded in a page to sell an institution?

By way of contrast to samples I have cited thus far, I give you, now, a page by Squibb.

The illustration, a striking photograph in which posts and railings form a pattern almost geometric, is the uncompromising front of a frame-built, four-story tenement.

And the copy:

"FOUR WORLDS

beneath one roof . . . Four groups of human beings, bounded on four sides by economic pressure; living loving, hoping—a symbol of America today . . . To share their fortunes is not to exploit them, but to understand them."

Let the copy angle be an angle of 180 degrees. Let the approach be straight, and you'll find us, all right. And your copy writers will be so happy at their work that they'll sing—just like Tibbett.

Johns to Transfer Stock

WILLIAM H. JOHNS, president of Batten, Barton, Durstine & Osborn, Inc., announces that he has completed an arrangement with his associates by which over a term of years he transfers into their hands the greater part of his stock holdings in that agency.

This arrangement does not in any sense change the present executive responsibility of Batten, Barton, Durstine & Osborn, Inc. Mr. Johns remains as president of the agency,

Bruce Barton as chairman of the board of directors, Roy S. Durstine as vice-president and general manager. Other officers also continue.

Mr. Johns is simply carrying out a plan which he inaugurated many years ago to provide his associates with a greater participation in the earnings of the agency. There are now fifty-four stockholders, all active owners in the agency and not a single share of stock is owned by outsiders.

McGraw-Hill Makes Changes in "Electrical Merchandising"

Electrical Merchandising, New York, is changing its page size from 7 by 10 inches to 10½ by 15 inches, effective with its June issue.

Circulation also will be extended to include department, hardware and house-furnishing stores, furniture dealers and other non-electrical outlets which sell electrical merchandise.

Both *Electrical Merchandising* and its allied McGraw-Hill publication, *Radio Retailing*, will now pay recognized advertising agencies a commission on the sale of advertising space. The new policy goes into effect with June issues.

Rubber Account to Thompson

The Seamless Rubber Company, New Haven, Conn., has appointed the J. Walter Thompson Company as advertising counsel.

Wallerstein Given New RCA-Victor Duties

Edward Wallerstein, manager of record sales for the RCA Victor Company, in addition has been placed in charge of all Victor record and RCA Victor Photophone film recording activities. He will now also supervise the licensing for sound-on-film recording and activities of the electrical transcription department.

Frank B. Walker will be in direct charge of transcription sales and studio work in connection with them.

James E. Francis will be directly in charge of similar duties in connection with Photophone recording.

Woodward with "Woman's World"

B. W. Woodward has joined the New York sales staff of the *Woman's World*. For the last ten years he has been with *The American Weekly*, representing it in the Pennsylvania territory.

Dinosaur Follow-up

INTRODUCED to the public in 1930, Sinclair's dinosaurs will be dramatized anew in an advertising campaign now getting under way. Revival of these pre-historic monsters is tied in with the advertiser's slogan, "Mellowed 100,000,000 Years." Their huge size also dramatizes strength.

They will be the background of newspaper advertising having to do with a new theme which visualizes extraordinary feats of lifting. This time the slogan will be "99,000,000 foot-pounds per gallon," graphically portrayed in illustrations which show how the Empire State Building, the Sphinx, the Statue of Liberty and other world-famous structures could be lifted if the potential energy of one gallon of Sinclair's H-C could be fully utilized.

Large-space will be used. Supplementing it will be smaller space with question-and-answer copy which will be illustrated with whimsical cartoons. The copy will appear in newspapers of about 340 cities.

Magazine advertising, institutional in character, will tie in with

the newspaper series, as also will a large outdoor campaign. Sinclair commission men will partici-

[illegible]

New Accounts with Sun Agency

The Fitzgerald Manufacturing Company, Torrington, Conn., has appointed the Sun Advertising Company, Toledo, to handle the advertising of its automotive division. Automotive papers and direct mail will be used.

Marion Lambert, Inc., St. Louis, Dew deodorant, has placed its advertising account with the Sun agency also. Newspapers, class magazines and business papers will be used.

Erwin, Wasey Transfers Foust

Chester Foust, liaison executive between the American offices of Erwin, Wasey & Company, who has been making his headquarters in the Chicago office is now making his headquarters in the New York office.

Romance Group Changes Name

The Roanoke Group has changed its name to Macfadden Women's Group. This step is taken as a result of a 3,000-call, house-to-house survey. It is felt that, as a result of information gathered, the new name more accurately reflects the type of readers represented by these magazines. They for the most part constitute younger housewives. Magazines in the Macfadden Women's Group, are *True Romances*, *True Experiences*, *Dream World*, *Movie Mirror*, and *Radio Mirror*.

A. E. Delgado with "Elks"

Albert E. Delgado has joined the advertising sales staff of *The Elks Magazine*, New York. He formerly was with the Selective Urban Publications as Eastern manager.

Greater Income . . . Greater Buying Power

INCOME TAX RETURNS HEAVIEST SINCE 1929

**45,183 Filed In District, 350 More
Than Last Year.**

Charles A. Moore, chief of the income tax division here for the Internal Revenue office, Wednesday reported that 45,183 income tax returns—the greatest number since 1929—were filed at the Federal Building before the March 15 deadline. The number of returns exceeded the number filed a year ago by 350.

Mr. Moore believed recently announced determination of the Department of Justice to proceed against non-filers was responsible for much of the increase.

*. . . this Market is easily reached
at one low cost thru—*

The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc.—Audit Bureau of Circulations

Represented Nationally by The Branham Company

Personalized Mailings

BIRMINGHAM, ALABAMA

Editor of PRINTERS' INK:

We have a client who has a mailing list of approximately 14,000 names, consisting mostly of addresses of waterworks' superintendents, city officials, such as mayor, city clerk, city engineer, also civil engineers, etc.

Personal names have been used for several years on this mailing list, which, of course, necessitates a great many changes being made each month. The client uses the list once a month to send out literature.

In order to eliminate as many of these changes as possible, the client

has suggested to us that we revise the mailing list and remove the personal names and addresses wherever possible. In other words, they suggest an address as follows:

Waterworks' Superintendent,
Omaha, Nebr.
City Engineer, Dayton, Ohio.

We prefer to maintain personal names in these addresses because we think it increases the value of the list when sending out advertising material. We are wondering if you may have any information on this subject?

AN advertiser who maintains a list of 15,000 names similar to the list described by our inquirer pretty well sums up the attitude of experienced manufacturers who are selling to municipalities. He says, "I would not send out any mailing of any description to any city official or waterworks' superintendent unless that piece was mailed under first-class postage and addressed personally to the individual to be reached.

"Perhaps in no other line of industrial selling is the prospect so impressed with his own importance as in the municipal field. The superintendent of the waterworks in Perkins Four Corners, Nebraska, considers himself a pretty big shot in his community. He is probably a politician and prides himself on the fact that he is known to every man, woman and child within 100 miles of Perkins Four Corners. A letter addressed to him as waterworks' superintendent will seem to him to insult every tenet of his political faith."

On almost every test that can be

made of personalized mailing lists as against impersonalized lists, the former win out. In certain cases, particularly where the product does not sell for a great deal of money, advertisers have found it more economical to throw away the advantages of personalizing, figuring that the cost of keeping up the mailing list will not be repaid by the extra sales. However, if the product is one which really costs money, it is eminently worth while to keep the lists up to date.

The advertiser quoted above says that if it were necessary, he would rather cut the number of mailings per year than cut the names of the individuals on the mailing lists. Furthermore, every municipal official knows that there are directories in which names are given and he also knows that these names are available to manufacturers who are trying to reach him. Consequently, if he gets misaddressed literature or literature without his name on it, he is more likely to notice it than would the ordinary run-of-the-mine prospect.

Chevrolet Advances Hedner

Edward Hedner has been appointed assistant advertising manager of the Chevrolet Motor Company, Detroit. He has been with Chevrolet since 1919 and has held executive positions in the purchasing department.

Join Campbell-Sanford

Earl H. Cook, formerly with King and Wiley, Inc., has joined the Cleveland radio department of the Campbell-Sanford Advertising Company. James Muford, formerly with WGAR, also has joined this department.

Designing Packages for Dealers' Shelves

Flavoring Extract Takes on a Merchandising Angle

By Roy Sheldon

THE Tugwell-Copeland Bill (Senate 2800) reads as follows: "Sec. 7. A food shall be deemed to be misbranded—

(a) (1) If its container is so made, formed, or filled as to mislead the purchaser, or (2) if its contents fall below the standard of fill prescribed by regulations as provided by sections 11 and 22."

The McCarran-Jenckes Bill (Senate 2858-H. R. 7964) says under Section 5 (b):

"If its container is so made, formed, or filled as to mislead the purchasing public. In construing and applying this paragraph, as to the fill of a container, reasonable variations and tolerance shall be permitted which allow for subsequent shrinkage or expansion of the food and for discrepancies due to a natural or other cause beyond reasonable control in good commercial practice."

The proposers of both bills seem to agree on deceptive packaging. Undoubtedly, therefore, this brings up the question of packaging flavoring extracts in panel bottles. No one will deny that flavoring extracts have been packaged in panel bottles for years, nor will anyone claim that this makes the panel right or makes the package less deceptive.

Several of the leading manufacturers of flavoring extracts have already changed their packages and others from the start avoided the use of the panel so that they will comply with the new law if and when it is passed. Among those are The Great Atlantic & Pacific Tea Company, Rajah Brand; Burnett Company's brand, Burnett's; McCormick and Company's Bee Brand, and Jewel Tea Company's Jewel Brand.

Certified Extracts, Inc., of New

York City, commissioned me to conduct a thorough investigation and redesign their entire line of bottles, labels and cartons not only to comply with the present laws, but also to be in full accord with the contemplated slack-packaging law. The company features its own brand, "Certified," and also packs for chains, voluntary chains and wholesale grocers under the customer's own brand. These customers naturally depend upon Certified Extracts to sense the trend and comply with the law because not any of them would want to sell a package that the Government would be apt to frown upon or think dishonest from the consumer's standpoint.

What Investigation Revealed

The task presented was to design not alone an honest package but also one that would reflect the high quality of the extracts themselves. Here is what was found upon investigation:

(1) From the consumer's viewpoint, there is no way of determining the size of the package from the package itself. Some packages holding two ounces of extract are as tall as those of another brand holding three-quarter ounce. This condition is undoubtedly brought about by some manufacturers using the panel bottle to mislead the consumer so that she will believe there is more contents in the bottle than is really the case. There is only one way to correct this condition and that is to eliminate panel bottles.

(2) Even with the 10-cent package there is a wide variation from the consumer's standpoint. Some one-half ounce packages were marked four drams and three-



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CHICAGO AND

NATIONAL REPRESENTATIVES: Rod n

Monkey Business"

e MORTONS

So the Mortons have bought a new electric refrigerator. A good day's work, that! And significant! For the Mortons, like 450,000 other AMERICAN families, are once again enthusiastically buying. Buying, mind you, not just mere necessities of life, but extra special things like—well, like electric refrigerators.

They are buying familiar products—the advertised-to-them products that they see in their evening newspaper, the Chicago American.

Consider that these 450,000 families comprise half the total number of purchasers of merchandise in Chicago. Isn't their acceptance of your product most devoutly to be desired? To be desired, indeed! *To be fought for* is more correct. This trade is the backbone of any profitable trade in Chicago. This market, Chicago's largest *active* market, is controlled exclusively by the American. It's yours for the—*advertising*.



EO AMERICAN

VES Rodney E. Boone Organization



Criterion Photocraft

The new package (at the right) eliminates the old panel type of bottle and also states the contents definitely

quarter ounce packages were marked six drams. Grocers were asked and they couldn't tell whether it was one-half or three-quarter ounce. One sold four drams for 10 cents and thought it was selling the same size as another store that sold six drams for 10 cents.

Women frankly said that they couldn't tell which was the larger—four drams or three-quarter ounce nor could they tell what part of an ounce four drams was. The housewife seems to be familiar with a half ounce, 1 ounce, or 2 ounces, but when it comes to drams she frankly doesn't know. Therefore, to be an honest package, drams must be eliminated; neither the consumer nor the grocer understands the measurement.

(3) Manufacturers must know of this condition because some manufacturers call the one-half ounce No. 1 size and label it four drams instead of one-half ounce. This causes confusion both on the retail grocer's part and from the consumer's angle. The chain grocery stores feature the three-quarter ounce package for 10 cents and the

retail grocers feature four drams for 10 cents. There is a 50 per cent difference in the contents for the same price. Some retail grocers had the three-quarter ounce for 10 cents and others had the one-half ounce or four drams for 10 cents and actually they both thought they were selling the same quantity. Obviously, then, the flavoring extract industry should purge itself of this evil because consumers are entitled to know and to buy what they think they are buying.

It was recommended that the packer state the contents definitely on the package. In other words, call the three-quarter ounce size three-quarter ounce and the same with the 1 ounce, 1½ ounces, 2 ounces and 4 ounces. This change would eliminate two evils, one being the number and the other being the drams. The second recommendation was to stop packing extracts in panel bottles. This is only a matter of justice to those manufacturers who put out an honest package.

As long as the panel bottle continues in the flavoring-extract business it remains a menace to

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honest packaging and it is conditions such as this that bring about the necessity for bills of the Cope-land nature.

The actual redesigning consisted in substituting for the long-necked panel bottle a graceful arched form, the shoulders streamlining into the neck. The contour of the bottle is repeated by concentric bands around the edge, front and back. The base is slightly flared for greater stability. The neck is short but long enough for easy pouring. The size of the opening was reduced from a 20 Mm. G.C.A. finish to 18 Mm. as this was the smallest size compatible with mass production filling. The reduction in size of the opening is to prevent the housewife from wasting the extract when pouring only a few drops. An imperceptible taper of the sides of the bottle inwards toward the top gives to the design a pleasing refinement.

The label fits closely into the arch-shaped space within the concentric decorative border of the glass. It is large and its size constitutes a protection against counterfeiting. It is much easier to counterfeit a small spot label than one which conforms closely to a precise and carefully drawn shape of a particular private-mold bottle.

The product in the bottle, of course, can be seen from either side or the back, and the label does not hide it, so that the housewife will know at any time how much extract she has. The label is of white stock printed in two colors—a rich dark reddish vanilla brown for the lettering, and a brilliant orange for the lower half of the label and the bull's-eye at the top. The vanilla and orange flavor labels are identical save for the product name. Since the vanilla extract itself is a dark product and the orange extract a light liquid, the color of the product within the bottle will immediately

prevent confusion. For the other two flavors, lemon and almond, the vermilion ink is replaced with a lemon-yellow for the former and a warm gray-green for the latter product.

The bull's-eye carries out the rounded top of the label and provides a spot which gives prominence to the brand name printed across it. The colorful lower half of the label enlivens the bottle in the kitchen and suggests the essential quality of an extract—flavor—as well as identifying different flavors.

The cartons are of white, clay-coated board, printed with high gloss inks. The vanilla, which entails the largest production, is executed in one impression in vanilla colored ink, with lettering in reverse. The three other flavors change color for the top band and they avoid bull's-eyes, maintaining the vanilla brown for the lettering on the lower band, end and side panels.

The colors for the flavors are orange for orange, yellow for lemon, and gray-green for almond. A narrow band of these colors is carried across the end panels of the cartons for immediate identification, should they be stacked flat in the store.

The band treatment at top and bottom utilizes to the full the size of the carton and carries the eye around the object into three dimensions. The bull's-eye is characteristic of the line, and on the carton gives emphasis to the particular flavor within the bottle.

A strong family resemblance is thus created throughout the line; the tendency to monotony is avoided by the color variations, and these prevent possible confusion in purchase. This design treatment, both of the label and of the carton, provides an excellent basis for cumulative group display.

Heads Cleveland Welding Sales

Homer L. Mueller has been named vice-president and general sales manager of the Cleveland Welding Company, Cleveland. He has been with the firm since 1920.

Names Churchill-Hall

The Continental Paper & Bag Corporation, a division of the International Paper Company, New York, has appointed Churchill-Hall, Inc., New York, to direct its advertising account.



SINGLE FAMILY HOMES IN AMERICA'S LEADING MARKETS	
<small>(Figures from U. S. Census, 1928)</small>	
PHILADELPHIA	364,457
NEW YORK	294,037
DETROIT	209,981
CHICAGO	209,685

Cities have personalities

London is a man in tweeds striding along the Thames . . . Paris—a lovely lady with a parasol . . . Rome a stately patriarch with a spirit of eternal youth.

Philadelphia is a large family enjoying the comforts of home! Here is a City that is devoted to home living . . . a City where four out of every five families live in individual homes.

Philadelphia as a market is third in size in America. As an industrial center it has earned the title—"Workshop of the World". As a port it ranks second on the Atlantic Coast. In arts, education

medicine, and a host of other accomplishments, it is second to none.

Yet Philadelphia is proudest of her title — "*The City of Homes*".

Philadelphia has 70,000 more single-family homes than New York City; 155,000 more than Chicago; more than all of



Natural circulation—normal growth

The circulation of *The Evening Bulletin* always reflects the natural, normal demand of Philadelphia. Premiums, prizes or contests have never been used.

THE PHILADELPHIA

ROBERT McLEAN, President

NEW YORK 247 PARK AVE.
© 1934, Bulletin Co.

CHICAGO 333 N. MICHIGAN AVE.

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Cleveland, Detroit and Boston added together.

Philadelphians are willing to spend more for the privacy of an individual home. They are willing to equip basement laundries, install individual heating plants, furnish more rooms, buy more rugs and draperies, equip full-sized kitchens, furnish and enclose porches, and do the painting and repairs.



And what a market it makes for advertised products!

Philadelphians have made it easy and economical to reach them by their overwhelming preference for one newspaper.

The Evening Bulletin is read in nearly every home in Philadelphia and Suburbs.

504,822 net paid daily during 1933. Two and one-half times the circulation of any other Philadelphia evening newspaper; more than all morning newspapers.

And its advertising cost—62½¢ a line — is one of the lowest among all newspapers anywhere.

Port of Philadelphia leads United States in ship-building

The Port of Philadelphia led all United States ports in new ship tonnage built during the fiscal year ended June 30, 1933, according to the United States Bureau of Navigation and Steamboat Inspection. Gross tonnage built amounted to 66,359 tons. New York was second; Boston third, and Newport News fourth.

CHART DEPARTMENT

Bulletin coverage of higher incomes in Philadelphia. (City only)

The figures on families, incomes, and Bulletin circulation are taken from the Philadelphia Newspaper Reader Survey conducted by the American Association of Advertising Agencies. These figures furnish additional evidence that "Nearly Everybody Reads The Bulletin".

65,229 families have incomes of \$3,000 and up



60,245 Bulletin circulation—92% coverage



EVENING BULLETIN

WILLIAM L. McLEAN, Jr., Vice-President & Treasurer

755 BOYLSTON ST.

DETROIT 321 LAFAYETTE BLVD.

SAN FRANCISCO 5 THIRD ST.

"MOMMA, WHAT'S BECOME OF DAD?"



IS YOUR
WIFE A
"LIST
WIDOW"?

Space-buyers' wives, as well as space-buyers, would sing a paean of praise if every market had a newspaper with the outstanding leadership of the Portland, Oregon, JOURNAL. Dinner tables would replace office desks. But—unluckily for you and the family—there are only five other papers in

cities of equal size or larger that fulfill the greatly-to-be-desired *Rule of Three*.

1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest. The only daily in this territory with over 100,000 circulation—it has 39% more city circulation than any other Portland daily.

+

1 ADVERTISING LEADERSHIP

The daily Journal leads in retail linage, general linage, total paid linage.

+

1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

THE JOURNAL

PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago Detroit San Francisco Los Angeles H. R. Ferriss, Seattle



Advertising Bureau Reports Larger Linage

A.N.P.A. Convention Marked by Spirit of Optimism

THE first quarter of 1934 continued the increase in national advertising volume in newspapers that began last year, with an average gain of 21.6 per cent over the same three months of 1933. This gain in lineage is one of several important facts found in the annual committee reports submitted to the convention of the American Newspaper Publishers Association in New York this week.

The Bureau of Advertising, in the report of its committee chairman, Edwin S. Friendly, reported that the newspaper share of the national advertisers' dollar increased from 46.4 cents in 1931 and 1932 to 48.6 cents in 1933.

The committee on advertising agents reported that the general rule of diminishing surplus of advertising agencies, to which attention was drawn last year, seems to have come to an end. Today's financial condition of agencies indicates a marked improvement.

Progress also is reported in the committee's efforts to discourage the giving of circulation guarantees. In this connection the case was cited of the advertising department of a direct advertiser which insisted upon enforcing such guarantees, at the same time denying liability for breach of contract because of not having used the space for which it contracted.

"A few agencies issue contracts as 'agent for the advertiser,'" the convention was informed, "thereby relieving themselves of liability for advertising published on their order and making it incumbent upon the publisher to collect from the advertiser."

It was suggested by the agency committee, that all contracts be carefully inspected before acceptance and that any contracts containing such provisions be refused.

Another practice cited was that

wherein agencies attempt to force publishers to maintain a given rate for a period of one year from the last order issued under contract. This is done for the purpose of avoiding future increases in rate. Publishers were urged to closely scrutinize all contracts not in accordance with the standard form of contract and to watch for insertion of provisions similar to those described.

Color Advertising in Newspapers

A problem that confronts advertisers, agencies and publishers involves the printing of color advertising in newspapers. Solution of this is the aim of a study which the joint committee of the A.N.P.A. and American Association of Advertising Agencies is making. A set of four questionnaires has been prepared. One pair has been mailed to agencies, the other to newspapers. Considerable time will be required to analyze properly the returns and to draw from them conclusions that will be workable in improving the mechanical problems surrounding color advertising.

Attendance of publishers is larger than it has been and there is evident a feeling of optimism that is in marked contrast to the uncertainty which prevailed last year and two years ago at the publishers' gathering.

The outstanding event of the last year was the NRA and the creation of the Daily Newspaper Code. The code continued to be a subject of discussion with the general consensus at one session being that publishers should make every attempt to govern themselves and that, to this end, they should anticipate and, as far as possible, put into operation requirements which the Government might de-

mand instead of waiting for the demand to be made.

Howard Davis, chairman of the newspaper code committee, paid particular tribute to Amon G. Carter and John Stewart Byran who gave of their time and efforts uncompromisingly during the trying periods of code negotiations.

Mr. Davis, who completes his second term as president of the A.N.P.A., became chairman of the Code Authority.

The Problem of the Newspaper Boy

Publishers are greatly concerned with legislative attempts to prevent the newspaper boy from following his vocation by prohibiting the employment of any person under eighteen years of age. To demonstrate the training which the boys receive, Jerome D. Barnum, of the Syracuse *Post-Standard*, brought two youngsters to the convention who put on a little act before a session of the smaller newspaper group. One boy impersonated a housewife, the other a paper salesman. The housewife gave all the stock objections as to why she could not subscribe. The salesman answered these arguments and got the order.

At the conclusion of this performance, W. H. Stodghill, business manager of the Louisville *Courier-Journal*, told how his papers had spent upwards of \$28,000 in educational work to raise the academic standard of its news carriers.

E. H. Harris, of the Richmond, Ind., *Times-Palladium* and chairman of the radio committee, reviewed the work which led to the agreement among press associations, publishers and broadcasters for the handling of news bulletins over the air. The plan can succeed, he declared, only if and when all the participating parties want it to succeed. The present plan contemplates no interference with the broadcasting of special events where the microphone is placed at the scene of action.

The work of Roy W. Howard in bringing the negotiations to a successful conclusion was com-

mented upon. Although he was not a member of the committees, it was largely through the personal efforts of Mr. Howard that a program was finally consummated and the Atlantic and Pacific Bureaus put into active operation.

The radio committee, Mr. Harris explained, had prepared a campaign during the latter part of 1933 which recommended that publishers drop radio programs from their news columns and publish them only as advertisements. Before the committee could swing this campaign, the problem of handling the news bulletins was brought up with an invitation from the broadcasting companies to discuss this long-standing dispute. The matter of radio programs did not enter into these discussions and the radio committee agreed to leave the publication of programs to the option of publishers in their respective territories.

Newspaper Employment Reported Up

Harvey J. Kelly, chairman of the special standing committee, reported that, as of September, 1933, newspaper and periodical employment rose, reaching 107.3 per cent of 1926 employment in December and payrolls rose to 89.1 per cent of 1926 levels.

His report discussed the increased burden of costs which the code places upon publishers, a problem that managerial ability will be put to a test to solve.

"There is no restoration of 1926 business volume legislated into newspapers," the report declared. "There is an inexorable economic law that ultimate and inevitable insolvency follows prolonged costs in excess of income."

The report also pointed to the fact that, between 1928 and 1934, 120 daily and Sunday newspapers merged with other papers or passed out of the picture; that inevitable increased unemployment occurs whenever a merger or a suspension is forced. This makes imperative that there be harmonious industrial relations during the reconstruction period. Such harmony is improbable, the com-

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mittee warns, if some unions persist that their claims are superior to the code and that the latter is mandatory to everything except to the claims made by the unions.

Agency Recognition

AS of December 31, 1933, reports the committee of advertising agents of the A.N.P.A., there were 470 agents which had recognition.

During the year thirty-three applications for recognition were received in addition to twenty-two carried over from 1932. In 1933 twenty-six agencies were recognized; twelve applications were refused.

Recognition previously granted thirty-four was canceled. Recognition was transferred on request of eighteen. Based on financial statements received, ratings were increased in twenty-four instances and decreased in 124 instances; removed the ratings of twenty-seven and substituted code num-

Lincoln B. Palmer, general manager, reports an enrolment as of December 31, 1933, of 424 publications, as against 444 reported at the first of that year.

bers; secured the personal guarantee from the officers of eight agencies because of their financial conditions.

Since January 1, 1934, sixteen applications have been received, eight were on hand from 1933. Eight were recognized; two recognized awaiting satisfactory C.P.A. statements; four were refused, seven tabled, and three applications withdrawn.

Recognition previously granted to fourteen agencies was canceled. The ratings of twenty were increased and of thirty-two decreased, removed the ratings of fourteen and substituted code numbers, and the personal guarantee of officers or subordination agreements obtained from nine agencies.



Elected A. P. Directors

Paul Bellamy, Cleveland Plain Dealer, and John Cowles, Des Moines Register-Tribune, were elected directors of the Associated Press at the annual meeting held in New York this week.

Re-elected were Clark Howell, Atlanta Constitution; J. R. Knowland, Oakland, Calif., Tribune, and Stuart H. Perry, Adrian, Mich., Telegram.

Frank B. Noyes, publisher of the Washington Star, was once again re-elected president. William Randolph Hearst, Jr., New York American, was elected first vice-president, and W. O. Taylor, Boston Globe, second vice-president.

Kent Cooper, general manager, continues as secretary.



NBC Appointments

Consolidation of the Central division sales department of the National Broadcasting Company has been completed. Kenneth Carpenter will act as sales manager, with I. E. Showerman as assistant sales manager.

At New York headquarters, C. I. Egner, as manager of transcription service, will be responsible for the study and development of sales policies, sales practices and markets for electrical transcriptions and allied services for the entire company.

New Canada Dry Campaigns

New campaigns are being started this week by Canada Dry Ginger Ale, Inc., on its ginger ale and sparkling water. Five newspaper schedules, varying in size according to markets and their past sales, will be used. The largest schedule is more than 13,000 lines; the smallest about 2,500 lines.

The copy will run in 182 newspapers in 166 cities.

Color pages in ten magazines and black-and-white pages in five magazines will be used for Johnny Walker Scotch whisky, together with newspaper rotogravure and black and white.

J. M. Mathes, Inc., New York, is handling this account.



Solka Starts Advertising Drive

A national advertising campaign on Solka, a purified cellulose, manufactured by the Brown Company, Portland, Me., begins with magazine space on April 28. Its principal purpose is to tell the public about the many articles of wide variety that are made by manufacturers in thirty-two different industries with Solka as a base. Additional magazines will be added to the schedule, it is stated, from time to time as well as trade papers in different fields. In addition a number of allied campaigns for various articles of Solka are being developed.

Asparagus and Mayonnaise in Sales Drive

Join Hands in Far West and Make a Clean-Up

WITH the slogan "Welcome to Spring, Asparagus Is King," more than 12,000 retailers in the eight Western States nearest the Pacific Coast put across during March a most successful merchandising drive. The drive was under the sponsorship of Best Foods, Inc. It was in the nature of a tie-up with the fresh asparagus growers of California and the packers who market their products under the trade name of "Del Monte."

Sales of fresh asparagus were estimated at approximately three times the quantity sold in other years, without the impetus of a special drive. Sales of Del Monte canned asparagus virtually wiped out the available supply of that product carried over in warehouses and on the dealers' shelves, from the 1933 pack. Best Foods admits that sales exceeded expectations—went far ahead of previous records. Under the impetus of special salad weeks which Best Foods has been conducting for several years, this company has acquired a wide and varied experience.

In at least 100 cities and towns, proclamations calling attention to Asparagus Festival week were issued by the mayor and when the mayor was backward, or the free case of asparagus and mayonnaise hadn't reached his home, Chambers of Commerce called upon an aroused citizenry to rally round the slogan "Welcome to Spring, Asparagus Is King."

Two advertisements in the asparagus-mayonnaise tie-up

Assisting in a more substantial way were the Best Foods color pages, inserted in a score and more of Sunday supplements, to say nothing of the color pages in the week-day editions, sponsored by Del Monte.

Augmenting this producer "copy" were the advertisements of the dealers themselves. Every dealer who was in the slightest degree advertising minded contributed to the cause of promoting the sale of salad dressing and asparagus. Newspapers published columns of asparagus recipes. All in all, the co-operative promotion was most successful and productive as a sales stimulant.

"I never stumbled across a plan," says Ted Hudson, assistant to the Western division sales manager of Best Foods, "that was so easy to establish with the dealers as this one was."



Another delicious source of health...
BEST FOODS MAYONNAISE
Made with the finest ingredients

What a happy combination!



Tender ASPARAGUS TIPS
 garnished with mayonnaise!

DEL MONTE ASPARAGUS

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**ROMANCE
GROUP**
IS NOW Y-CLEPT

MACFADDEN WOMENS GROUP



What Is It? TRUE EXPERIENCES; MOVIE MIRROR; DREAM WORLD; RADIO MIRROR; TRUE ROMANCES. Total circulation, 1,275,000 guaranteed; 1,590,000 February net paid. Cost, \$2,040 a page; \$1,392 a two-thirds page; \$696 a one-third page.

Why? New name is more accurately descriptive of the market reached.

How Come? Bear with us: Once upon a time Mr. Macfadden decided that the True Story market was much bigger than True

Story. So in 1923, he founded True Romances. That worked, so he founded Dream World in 1924. And True Experiences in 1925. They all made a sweet profit—but what advertising manager would waste his time selling circulation in six figures when there was a seven figure baby in the shop?

But last year the Futura acquisition brought in Movie Mirror; and, shortly after, Radio Mirror drew its first breath. Within these few short months, Movie Mirror jumped from 100,000 to the hopeful side of half-a-million. And Radio Mirror climbed from a dream of 50,000 to a reality of more than double that. Thus rudely called to our attention was the fact that these books plus the hitherto unsung growing up of the original three had brought the "True Romance Group" up above the million-and-a-quarter mark. Practically all, asked for, healthy, newsstand type circulation.

So the office Christmas celebration was delayed while the veterans of a dozen campaigns took a look. "The magazine publishing business is on the change," was the vote. "The two-thirds working class section of the national market which True Story first uncovered, has been making more money, getting more time to read. When they pick up the pieces after Roosevelt, a lot of things may go back, but the growth of the wage earner market will keep right on going along."

"Look what's happened. On top of True Story's two million, Tower has added more than a million. So has Modern. All thriving. All uncovering new readers . . . even if they are digging into the same old advertising appropriations. And now, we have another million, plus, ourselves."



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A Major Trend In Publishing and Space Buying

First thing we did was to call in the Keenan research organization. "Mr. Keenan," said we, "the publishers and advertisers seem to be facing a major change in the set-up of markets and space buying. As the oldest house in this particular procession and as purveyors of the oldest 'group' proposition, we'd like you to go out and make the first wholesale, door-to-door canvass that has ever been tried among 'group' magazine readers. We haven't said anything to anybody yet, so we don't have to worry about proving anything in particular; we'd just like to find out what we have."



Three thousand personal interviews all over the country with buyers of each of the True Romance Group magazines were scheduled. (Names and addresses were picked up as fast as people bought at the newsstands.) Last week the first thousand calls were tabulated.

They showed enough conclusive trends to make us change our name!

Three-fourths Housewives Three out of every four readers are married, with husbands and homes and children. Most of them are under 45 years of age, which accounts for the fertility!

The biggest single occupational group (as measured by husband's job) is *wage earner*. Thus re-proving how all this new circulation has come into existence without treading on the toes of our more sophisticated aunts, the "big six."

They buy branded merchandise just about in proportion to whatever national sales figures we have been able to uncover

GROUP

... which is reasonable since the old line magazines reach but a fraction of the national housewife purchasing power; and ranking of expenditures there does not parallel ranking of sales. ... On the other hand, the Keenan survey uncovers a few notable exceptions to the national sales picture, in the case of some advertisers who have already become heavy buyers of the Macfadden Women's Group!

Finally, the report shows a far greater-than-the-average ownership of radios, washing machines and mechanical refrigerators. This is logical, since the few millions of magazine circulation that are beginning to penetrate into the twenty million wage earner homes would naturally select the best of those homes. Incidentally, Keenan finds our readers 92% employed three-fourths on *full time*.

What Went On Before the Report Came In

All this began happening back in February. While the investigators rang doorbells, the clans were gathering! On the nucleus of a few original enthusiasts was gathered together a selling staff that could do justice to any magazine in the country. These men have had wide business and advertising experience. They are equipped to talk less about circulation *per se* than about the place of *this* circulation and *your* marketing plans in the new social and economic system that has grown up since the War.

But even before the staff was settled, the Art Director got into the spirit of the thing! "If you're going to talk to national advertisers," said he, "I'll give you something to talk about." Out from the routine of ten years habit, he yanked the make-up. He appointed an assistant to take over the art direction,



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revise layouts and typography and turn out editorial pages that would harmonize with the advertising pages—yet retain the old simplicity of spirit that has been such an integral part of circulation success.

And when the Editor got his first whiff of Keenan's advance hint that Macfadden Women's Group readers were young—but largely married and mothers—he announced, "All housewives buy their magazines mainly for *stories*—whether by Kathleen Norris or supposedly true and anonymous. But they do welcome departmental material on their household problems, whether their husbands keep the office books at \$40 a week or turn Bolt Number 63 at \$8 a day. In reaching housewives who generally do not read the older women's magazines, we have an opportunity to render a comparable service. In addition to my style and beauty departments, I will build up food and household departments." *These will begin in September issues of the Macfadden Women's Group.*



And How Advertisers Are Responding! Rumors of all this turmoil have attracted so much interest among advertisers that we've been torn between wearing out shoe leather in your offices telling what we've done so far—and wearing out trousers' seats at our own desks deciding what we'll do tomorrow!

We haven't even had time to set sales quotas! But we've made more than our quota of sales just within the past few weeks among such new advertisers as:

Eastman Kodak

Lysol

Borden

Campana

Ex-Lax

Hump Hair Pin

Feen-a-mint

Edna Wallace Hopper

GROUP

June has just closed *seventy-three percent* over last June! July at the half-way mark, is already fifty percent over last June! That's in terms of lineage. Revenue gains are much higher due to rate increases.

There are going to be more of those increases, one of the days! A check-back shows that there have been eleven within the past four "tough" years. And circulation is still climbing faster than we can count. Last fall we guaranteed 900,000. We delivered 1,320,000. This spring we guarantee 1,275,000. We're delivering 1,590,000. Based on guarantee, the rate \$1.60 per page-per thousand. Based on delivery, it's \$1.30. Contracts placed now protect you for a year. And will you need protection!

Here, in this field is the big retail sales trend, the big space buying trend of today and tomorrow. And within this field Macfadden Women's Group takes up the responsibilities of the leadership which it has certainly earned by right of first discovery and longest colonization!

Add to your amazingly low cost here, an unparalleled business stability, an unequalled history of keyed advertising responsiveness, progressive editorial and art direction and an advertising department understanding of your problems as being more than so many lines of white space—the net result is the most logical space buy since Gutenberg refused to sell marginal bleed positions in his Bible!



Send For Keenan Report Look into the Macfadden Women's Group today. Let us show you the complete Keenan report covering the first thousand interviews. If you make product for mass consumption you will find its name mentioned

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First Four

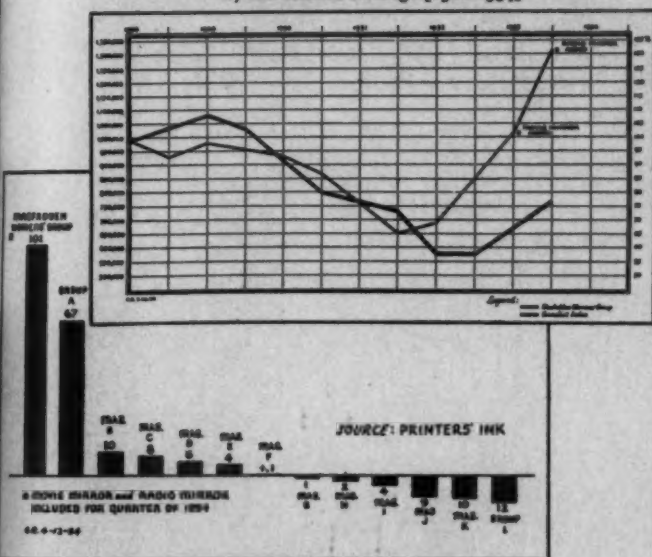
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somewhere in the course of the thirty-four topics and seventy pages covered. In any case, you will have what we believe to be the first cross-section view of a "group" magazine's market.

All that you need do is ask your secretary to drop us a line. We'll call at your convenience.

Comparison of Macfadden Women's Group Circulation With Annalist Composite Index of Business Activity By Six Months Average [1928-1934]



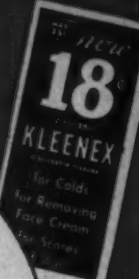
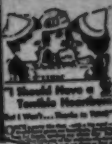
Percent Gain or Loss in Lineage

First Four Months of 1934 compared to First Four Months of 1933

Source: PRINTERS' INK

MACFADDEN WOMEN'S GROUP
420 LEXINGTON AVENUE, NEW YORK

news in years
or lovely fingertips...
AZO now only 25c!



January 1955

Isn't Shame
YOU'VE GAINED ON A



Among those ALREADY present in MACFADDEN WOMEN'S GROUP



Dreams come True for
Joan... with her Love
CAMAY COMPLE



...the Soap of Beautiful Women

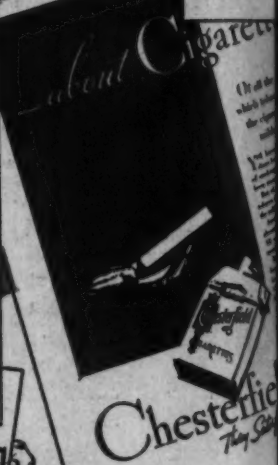


JANE FROMAN
Lively Singer of 7 Star Radio Shows and Nightly Politics
tells why 30¢ Lipstick is offered
to you for 10¢

"No more", when Jane Froman, "I was charged that such a
lipstick could be obtained for only 10¢. Then I learned
why this amazing offer is being made by the makers of Lip-
stick to introduce the remarkable new Beauty Soap on these this
but not already experienced to answer results in creating the
skin to soft and smooth. I thought some more, excepted the
application of a safe, even the body, and met for a lipstick.
When it came, I was no longer children, but now only it was
me exception. I could not wait for a better lipstick."
Just send a copy of a letter postage and not shipping and
the body soap printed below.



"The new lipstick with
...that you like, it's better. Let
...to follow with other girls."



Don't Shame!



Don't Shame!
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Don't Shame!

YOUR WAIST

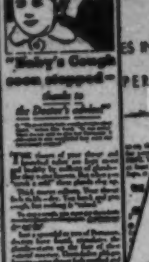


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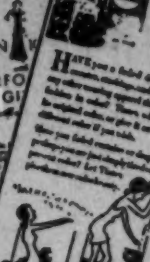


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LOVER, I LONG FOR THEE

1934-1935
A series of comic strips featuring a man and a woman in a romantic relationship.

PERTUSSIN

Has been proved by doctors for 30 years... it works again!

PERFOLASTIC

For the treatment of various skin conditions.

Intex

...the best known in the world

Every body

...and here's what to do about it

FAOEN

Beauty Aids

QUILL

The Perfect Ink Pen

Fascinating fun... the R

A series of comic strips featuring a man and a woman in a romantic relationship.

Every body

...and here's what to do about it

Every body

...and here's what to do about it

FAOEN

Beauty Aids

QUILL

The Perfect Ink Pen

Fascinating fun... the R

A series of comic strips featuring a man and a woman in a romantic relationship.

Every body

...and here's what to do about it

Every body

...and here's what to do about it

WE MAY NOT KNOW WHAT WE

BUT THESE KEYED COPY ADVERTISERS DO [Names on request]

A FOOD DRINK . . . "You will recall the many discussions we had with reference to the placing of our advertising in the Romance Group* and how I finally, much against my will, gave it a chance by placing a trial insertion in the beginning of 1933.

"I am happy to announce that my previous convictions have been entirely reversed and the Romance Group* has performed excellently. Indeed, proof of my confidence in the Romance Group* as a puller is evidenced by the fact that I have placed your combination on a T F basis, a situation which is definitely not prevalent in these days of reduced lists and general over-caution on the part of advertisers."

FACE POWDER . . . "Both in inquiry cost and customer reaction, your publication stands up front among the leaders."

AN ADVERTISING AGENCY . . . "Your records will show that most of our clients have used your publications 'since before the war'—and the Romance Group* has been on almost every advertising appropriation since its inception—not because of sentiment but due to the fact that statistics prove this to be justifiable."

ANOTHER ADVERTISING AGENCY . . . "It is a very gratifying to me to notice how exceptionally well the Romance Group* magazines are producing for our clients."

ANTISEPTIC . . . "We support our trade with an advertising campaign in a list of magazines in which we offer a Ten Cent trial package. On the basis of our returns from this advertising we find that the Romance Group* produces inquiries lower in rate than any other publication on our list. Our average inquiry

cost is 35c, while the Romance Group* producing inquiries at a cost of 15½c

FACE CREAM . . . "As you know we have advertised in the Romance Group* regularly for several years, and you will be interested, I'm sure, to hear that the Romance Group* has always headed our list both in cost per inquiry and total number of sales.

CORRESPONDENCE SCHOOL . . . "The Romance Group* Magazines are producing and have produced the lowest inquiry cost and more enrollments per dollar invested than any other magazine used by the School."

AN ADVERTISING AGENCY . . . "As you know we have been using the Macfadden Group for a good many years. Our mail order and direct selling accounts have found them highly satisfactory in both the number of inquiries produced, as well as the actual business received.

"When you realize that these accounts cover a varied field of merchandise, I believe it is a pretty good indication of the worth of your publication when they invariably come out on top."

A LAXATIVE . . . "In accordance with the inquiry cost of 27½c puts the Romance Group* up among the leading magazines which are being used by the company."

OIL BURNING APPLIANCES . . . "We have used the Romance Group* over a period of years and our checking records indicate that it produces inquiries on sales better than any other medium in the same classification and is either equal to or better than publications which normally should be our best producers."

*Now Macfadden Women's Group

WHAT WE ARE TALKING ABOUT

PHOTOGRAPHIC SUPPLIES . . . "In all these years, Romance Group* has usually brought a higher percentage of returns than any other publication we have used—which speaks very well for your magazines, because we use several other similar groups."

CORRESPONDENCE SCHOOL . . . "The Romance Group* stands Number One in the pulling power of all mediums used during these two months with an actual average inquiry cost for the two months of 38c per inquiry."

"The nearest competitor from the standpoint of inquiry cost is a monthly with a large circulation, showing an average cost of 66c for the two months, with the majority of other mediums showing a cost of \$1.00 and up."

JEWELER . . . "True Romance Group* has always maintained a place close to the top of our list, for sustained pulling power, and we have also found that True Romance Group* produces for us orders from apparently the better than average credit risks which, of course, is an important consideration due to the fact that our business is conducted on a credit basis."

BOOK PUBLISHER . . . "In comparison with other publications, you rank close to the top."

HAIR COLOR RESTORER . . . "I wish to tell you that we find Romance Group* one of the leaders among the publications we are using."

CORRESPONDENCE SCHOOL . . . "I am happy to state that the fact we have not missed an issue in the Romance Group* during the past six years speaks for itself. As you know, every insertion is keyed and we keep a very close check on results. I am also glad to say that the Romance Group* ranks well toward the top of our preferred list of publications."

PICTURE FRAMES & ENLARGEMENTS . . . "Our complete magazine schedule consists of fourteen books. The Romance Group* is the best of our entire list, and leads with the lowest cost per sale."

SOAP . . . "Following a recent check-up on magazine efficiency, I am happy to state that the Romance Group* runs well up among the leaders in productivity and in low cost of returns."

CORSET . . . "Our copy in the Romance Group* stands in the top rank of publications on our national list in the number of inquiries received and the low cost per inquiry. Naturally low cost inquiries are pleasing, but unless they produce a sufficient percentage of orders, they lose their value. We are pleased to advise you that Romance Group* inquiries produce as good a percentage of orders as any of our other top group mediums."

SOAP . . . "We have been using the Romance Group* for something over one year, and in checking up returns find that this Group has produced inquiries for us at an average cost of 17c, as against an average cost of our entire campaign of 30c per inquiry."

"Sales are in proportion to inquiries—which would indicate that the Romance Group* has produced cash sales of approximately double our average returns."

... and they mean
sales now!

Every one of these letters
less than ten weeks old!

A DOZEN QUESTIONS...

THAT HAVE WORN US DOWN IN THE LAST FEW MONTHS

Q. I—What are the names of your magazines?

A.—True Romances, Movie Mirror, Dream World, Radio Mirror, True Experiences.

Q. II—Why do they have such funny names?

A.—Because it is easier to keep you a happy advertiser if we have some circulation. You might get an aesthetic thrill in putting us on your list if we blossomed forth with such monickers as "Milady's Amanuensis" or "Design for Domesticity"—but it would be the thrill that comes once in a lifetime! Before you had a chance to sin again, some bright young Whartonite, Harvardite or promising errandite would have discovered that our good looking page rate concealed a sad deficiency of circulation.

We think that the best way to sell advertising to you is first to sell magazines to the public. And the House of Macfadden knows a thing or two about said public. Send your headline writer up to see us, some time!

Q. III—But what kind of people read magazines with names like that?

A.—Take an earlier train into town tomorrow morning. Arrange to climb into the subway

about 8:30 A.M. Or, board the "L" at 63rd and Cottage Grove. Look at their faces. See if you can find anyone reading the kind of news that interests you! See what they are reading.

... Duck the neighborhood movies tonight and pay three times as much to stand in line at the downtown palace of the pharaohs. And when you're inside, check how many times they laugh when you do—and when you don't. ...

You might never think of inviting them home to dine with you—but has it ever occurred to you that you might not dine without their favor?

They prefer Crawford to Kennermer and Fairfax to Dollfus—but they consume three times your dinner volume themselves.

Three-fourths of the people who read our magazines are housewives. They are largely between 18 and 45 years of age, right in the midst of child bearing, home building, habit forming.

You see, out of thirty million housewives, the "old-time" women's magazines reach only about a third. The other two-thirds are the great potential market for us—and for you.

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S... DUMB AND BRIGHT

Q. IV—Are your kind of housewives worth advertising to?

A.—This is the first intelligent question! Because, once upon a time, they weren't. These women are, to an important extent, the wives of men in the wage earner classes: bricklayers, plumbers, machinists, policemen, steel puddlers, etc. With the "silk shirt era," they suddenly appeared in the national consciousness. Soon, business began to realize that war time wages must be kept up if war time industrial production were to be sustained.

The history of the United States since then—and right now, Heaven and Roosevelt know!—has been a history of the development of the buying power of the working class *TWO-THIRDS* of the population. . . . Any manufac-

turer engaged in mass production knows that *these people* are buying—or he wouldn't have mass production. This decade, for the first time, the manufacturer is offered the economical *magazine* method of advertising for *more* than his present share of an already existing mass buying patronage.

Q. V—Why have magazines of this type only recently appeared?

A.—Because, *first*, a magazine at a dime or fifteen cents is a luxury comparable to a mechanical refrigerator or a short wave radio. When even *you* want reading matter for a train trip you may hesitate to spend a quarter, when you can get along with a nickel. People don't buy magazines until they begin to get extra money. Only since the War has "extra



money" begun to spread down into the two-thirds working class end of the market. . . .

Because, *second*, magazine reading takes time; more leisure for the working classes means the development of leisure occupations. . . .

Because, *third*, enjoyment of any kind of reading material demands a measure of intellectual resiliency. Labor saving machinery casts the shackles off the sluggish mind that accompanies the exhausted body. This phenomenon is as true in the home as in the shop. . . . Many believe that the womb of our economic "evolution" is pregnant with the seed of the greatest cultural renaissance that the world has ever seen. . . .

Because, *fourth*, magazines cannot prosper without advertising. Although the old-line magazines saw many newcomers awake, and die, today's new conditions have resulted in a response to advertisements in these magazines absolutely unprecedented in advertising annals. As a result, their advertising volume has grown at a rapid rate. This gives final assurance to their stability as part of the contemporary scene.

Q. VI—Are all five magazines of the Macfadden Women's Group read largely by the same kind of people?

A.—Yes. They were brought into one combination because each is keyed in the same spirit, aimed

at a related type of reader. The total group of over a million-and-a-quarter homogeneous readers offers a major penetration point into the new wage earner market at a low combination-cost. (There are no men's magazines in the group.)

Q. VII—Is one forced to buy all five magazines in combination?

A.—Indeed, not. You may buy one, alone, or any combination of two, three or four. You receive a five percent discount on your total cost for each magazine that you add to the first.

Thus, two magazines earn you a five percent discount on the combined cost; three magazines enable you to deduct ten percent; four magazines, fifteen percent; five magazines, twenty percent. . . . Because you have this right to make your own selection, we are keenly conscious of our responsibility to edit each magazine to stand upon its own feet. We can afford to tolerate no "weak sisters."

Q. VIII—Do you reveal the circulation of the individual magazine within the group?

A.—By all means. Each magazine has its own rate card which contains this information.

Q. IX—How much do your individual magazines duplicate each other?

A.—More than eighty-two percent of Macfadden Women's Group readers read but ONE magazine in the group.

Q. X—
chain

A.—Bo-
fadden
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777

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12,000
18,000
23,000

Q. XI—
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Q. XII—
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in June
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Q. X—Do you distribute through chain stores or newstands?

A.—Both. Magazines of the Macfadden Women's Group are sold through:

777 dealers in the Newberry, Neisner, Murphy, McCrory, and Scott Chain Stores
12,500 Confectionery Stores
12,000 Tobacco Stores
18,000 Newsstands and also through
22,000 Drug Stores

Q. XI—How much do your magazines cost the reader?

A.—Two of them (accounting for more than half the total circulation) cost 15 cents each; three, 10 cents each. The Macfadden Women's Group contains the only leading women's magazines, outside of True Story and Good Housekeeping, which sell for more than a dime. All other leading "groups" sell their magazines at ten cents.

Q. XII—How long has all this been going on?

A.—It all began eleven years ago, so far as the reading public is concerned. True Romances was founded in 1923; Dream World in 1924; True Experiences in 1925. Movie Mirror was added in June, 1933; Radio Mirror, in November, 1933.

And it's eleven years ago, since mail order advertisers (who know what they get and therefore buy with assurance rather than wait for someone to sell them through pursuance!) began looking upon these magazines as the most active reading and buying magazine audience in the country. The Macfadden Women's Group has been bought by more high class mail order advertisers than any other magazine or group. . . . Now, for the first time, general market research data of the type that publicity advertisers must have, has been collected and is presented for your inspection. *The country's oldest magazine group* offers a new sight for space buying eyes.

READERS PER DOLLAR

MAGAZINE	TOTAL READERS PER DOLLAR	HOUSE- WIVES PER DOLLAR
Macfadden		
Women's Group	625.0	373.7
True Story	450.0	236.2
American	412.5	226.0
Cosmopolitan	369.0	161.6
G. Housekeeping	330.3	199.8
Pictorial Review	307.6	168.6
McCall's	304.0	164.7
W. H. C.	303.0	185.4
L. H. J.	292.3	183.9
Delineator	285.7	151.7

YOU SHOULD KNOW AT LEAST ONE OF THESE FELLOWS!



BILL CARLISLE, New York
Es Libris American,
Companion, Collier's

They have heads as well as feet—and hearts. They can talk intelligently about your business as well as ours—and laugh at both! They've worked in all corners of the advertising lot—so they know where they are—and why you should or should not be here, too.



CARL ECKHARDT
NORTHWEST & SOUTHWEST
Es Libris Tower,
Erwin Wasey Co.



FRANK WESCH
NEW ENGLAND
Es Libris True Story



CARROLL DINEENSTROM
FULLMAN CO.
Es Libris Liberty, True Story



CHICK FREEMAN, MIDWEST
Es Libris Good House-
keeping, Photoplay



JACK NOONE, New York
Es Libris Tower



MILDRED TAYLOR, New York
Es Libris Z. L. Potter Co.
Erwin Wasey Co.



NATE GRAHAM, Chicago
Es Libris Chicago Herald
& Examiner



JOHN RIESENFELD
New York
Es Libris Liberty



AL WHIDDEN, South
Es Libris Woman's World
Liberty

MACFADDEN WOMEN'S GROUP

True Romances • Movie Mirror • Dream World • Radio Mirror • True Experiences

NEW YORK
Graybar Bldg.
Mo. 4-6388

CHICAGO
359 N. Mich. Ave.
Audivox 2-450

PACIFIC COAST
Norman House, 100
1021 So. Flower St.

DOWS!

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THOM
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True Story



New York
Petter Co.
Co.



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Three Letters That Pulled

Not Tricky, but They Produced Sales When Mailed with Sample Catalog Pages

"THE New Deal and our new catalog have produced an increase of more than 100 per cent in our incoming orders in comparison with the same period last year.

... I forgot to mention that we have more salesmen this year and they are all excellent men." Thus is the credit for his company's current prosperity modestly allotted by Walter J. Berbecker, sales manager of The Wm. Schollhorn Co., maker of pliers and tool specialties.

Glory enough for all—salesmen, catalog and New Deal—says Mr. Berbecker, but he neglects to give credit to the letters he wrote to retail hardware dealers to introduce the catalog.

This year's catalog was distributed among the company's active list of customers without waiting for requests to be received. Further circulation was to be restricted to prospective customers who asked for copies. To announce the catalog and stimulate requests for it, Mr. Berbecker sent out three letters—two to major retail hardware dealers and one to selected commercial stationers. It is difficult to find anything unusual in any of them, except that a page of the forthcoming catalog was enclosed with each letter.

The first letter to hardware dealers read thus:

GENTLEMEN:

Subject: *New Catalog—
New Prices.*

In your community, there are industrial consumers and individuals who are interested in hand tools of one type or another.

They are your customers and our new 46-page Catalog of "Bernard" Pliers and Tool Specialties will prepare you to supply them at a fair profit with *price protection*.

Look at both sides of the attached specimen page, which illustrates our idea of making reference easy and speedy. A catalog of this new type

will save you much time, and will answer about every question as to the construction and the usefulness of our tools, so that both you and your customer will be fully informed.

We enclose our latest price list with trade discounts, to which you are entitled.

If you or your salesmen will show the new catalog, which has items of interest to practically every customer who enters your store, each sale that you make of a reliable "Bernard" tool is likely to lead to another.

Upon completion, our new catalog of 46 pages will be sent to you if you return the *enclosed postage-paid card* to indicate your interest.

We hope to increase both your sales and our own, and we await your postcard request.

Yours very truly,

This letter was mailed to 12,000 store owners and was responsible for 1,121 catalog requests. Three months later the second letter went out to the same list and 826 hardware dealers who had not responded to the first letter returned the postcard asking for the catalog. Percentage of returns from the first letter were 9 $\frac{1}{10}$; from the second letter 6 $\frac{1}{2}$. This second letter, which follows, starts off in a humorous manner, but quickly settles down to facts.

FRIENDS, ROMANS, CUSTOMERS:

Subject: *Optional.*

There is no particular reason why you should be interested in our Fiftieth Anniversary except for the fact that any outfit that has survived these many years must have something of more than passing interest.

We make what people want and make it the best we can for what they'll pay. It is our desire to make a profit and we like to see the dealer get his.

We are looking for steady customers and will not insult your intelli-

gence by offering you something for nothing.

As a matter of fact, we are going to ask you to do us a favor—sign the enclosed (post-paid) card and let us send you our 1934 fifty-page innovation catalog. Yes, we make pruning shears, pliers and tool specialties.

After you have taken a look through the catalog, if it interests you, select an assortment of samples (not more than twelve) which we will invoice to you at half our published list prices, prepaying the parcel post charges ourselves.

This is a simple 50-50 proposition to give us *both* an opportunity to re-introduce the Bernard line which has been through a four-year period of progressive development. You are fully covered by an extra profit margin.

Won't you kindly sign the post-card and drop it in the mail bag?

Cordially yours,

Now for the letter that was sent to commercial stationers—2,500 of them. It brought 613 replies; twelve replies more and it would have produced 25 per cent returns. It will be far from easy for letter experts to pick out any sentence or paragraph in this letter that was responsible for the high return:

GENTLEMEN:

Subject: *New Catalog—
New Prices.*

To help you secure a larger share

♦ ♦ ♦

Heads Salt Lake Club

Phillip G. Lasky, program director of Station KDYL, has been elected president of the Salt Lake City Advertising Club. Mrs. D. F. Coursey was re-elected secretary.

♦ ♦ ♦

Will Handle Food Account

The advertising account of the Boston Food Products Company, Boston, Prudence corned beef hash and other food products, will be handled by The Ralph H. Jones Company, effective May 1.

♦ ♦ ♦

Appoints Oakleigh French

Menges-Mange, Inc., St. Louis, architects and engineers, has placed its advertising account with Oakleigh R. French, Inc., advertising agency of that city.

of the office and school supply business of your community, we have prepared a new catalog of "Bernard" Office Tools and Specialties and submit herewith a specimen page for your consideration.

Please look at both sides of the attached *specimen* page, which illustrates our idea of making reference easy and speedy. A catalog of this new type will save you much time and answer about every question as to the construction and usefulness of our tools, so that both you and your customer will be fully informed.

The attached copies also include a preface, *sales-policy* and latest price list taken from our new catalog.

If you are interested in office supplies, we shall be glad to send you a complete catalog.

Our new catalog will be sent you promptly if you will return the enclosed postage-paid card to indicate your interest.

Yours very truly,

Perhaps it was the sample catalog page that speeded interest. Perhaps it was the postage-paid card to be returned—though they are common enough these days. Maybe retailers happened to be thinking of tube cutters, eyelet fasteners and garden pliers.

Then again, it is just possible that all of these contributed and made the retailers responsive to ordinary home-grown letters with a message to deliver.

Adds Larry Nixon to Staff

Larry Nixon has joined the staff of Hirshon, Garfield and deGarmo, Inc., New York agency. He recently was with the Detroit office of J. Stirling Getchell, Inc.

♦ ♦ ♦

Schwed with Importer

John J. Schwed has become associated with Julius Wile Sons and Company, Inc., New York, importer, as advertising manager. He formerly was with Charles Austin Bates, Inc.

♦ ♦ ♦

National Bureau to Meet

The ninth annual meeting of the National Better Business Bureau, Inc., will be held in New York, on May 8. Part of the business to be transacted will be the election of fifteen directors.

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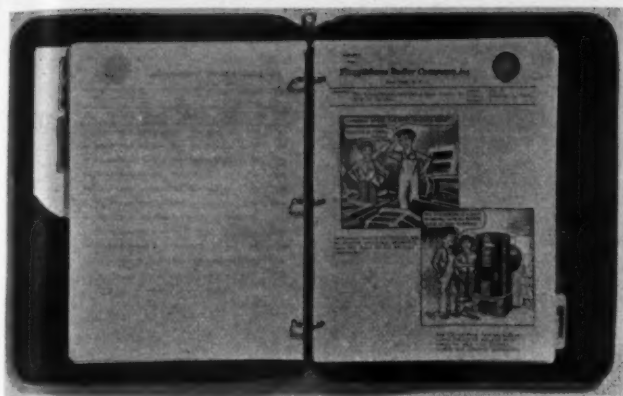
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Selling the Manual to the Salesmen

What a Careful Introduction Can Accomplish

By Arthur W. Wilson

Wilson and Bristol, Inc.

MANY a company has spent a considerable amount of time and money in preparing a sales manual, only to have much of its value lessened because of the manner used to present the manual to the sales organization.

The Fitzgibbons Boiler Company determined at the outset of building their sales manual to thoroughly "sell" their sales engineers on the idea of using a sales manual.

The first step was the sending of a letter by the president, Homer Addams, telling all salesmen that a manual would be prepared and in order to make it just as practical and helpful as possible he wanted to know what major objections and difficulties the salesmen encountered in selling the company's products.

The replies from the salesmen were carefully analyzed and classified. The home office was, in several cases, surprised to find certain objections advanced.

The next step in enlisting the

aid of the sales organization was a letter sent out requesting photos of outstanding job installations, letters giving favorable comment from owners of Fitzgibbons Boilers, and performance records—economy of operation, freedom from repairs, durability, etc. This request resulted in some invaluable "pay dirt"—a lot of data came in which executives in the home office did not know was in existence.

The third step in stimulating interest was mention of the progress of the sales manual in the company's house organ, "The Firing Line." As a result of this advance publicity, at a district meeting of the sales engineers in the Metropolitan Area, the question was asked "When do we get this new sales manual?"

Finally, after four months of collecting, sorting, dramatizing, editing and indexing material, enough data were ready to fill a leather-bound one-inch diameter

ring binder with sheets of the 8½ by 11 inch size.

A special meeting for the presentation was then called. It was planned not to pass out a copy of the manual to each salesman, until the purpose back of each of the ten major sections was thoroughly explained.

With the aid of a blackboard, a "chalk talk" was then given by the individual who had directed the preparation of the manual. It was pointed out that no two buyers were alike, any more than are two salesmen alike. What appeals to one buyer may not interest the next one. However, it is generally conceded that other factors being equal, in the long run the best informed salesman is the best salesman.

Therefore this manual is not in any sense a "canned presentation"—where the salesman starts at page one and tries to get the buyer to listen to a definitely planned presentation. On the other hand, the salesman is to use his own judgment like the quarterback on a football team—in determining what "plays" he thinks may work. One buyer may be the type who is interested in performance and results of the product—the next wants to know all about design and construction and says "I don't care what users say about your product." A third may spark to a sales value humorously dramatized in the form of a cartoon.

It was pointed out that selling is, in effect, a job of passing on "contagious enthusiasm." The executives in the home office and at the plant who have developed a new Fitzgibbons model are naturally enthusiastic about it. They are kept in touch with its performance in

the field. If the product is designed right and operating satisfactorily, naturally this enthusiasm grows and grows from day to day. To pass on this enthusiasm to the salesman—to the dealer—to the influencing factors such as the architect and builder—to the home owner—is the major purpose of the manual.

A good salesman secures results by emphasizing the *intangibles* behind a product—as well as the tangibles. History, organization, the personnel of the company all may be dramatized with advantages to certain types of buyers.

The arrangement and the indexing of the manual were carefully explained so that the owner of each copy would know where to place the new sheets which will be sent to him from time to time.

After this explanation of the philosophy behind the building of the manual was given, copies were then passed to each salesman and further opportunities for discussion arose.

Next a "boiled down" presentation made from the Master Manual was shown. It was pointed out how these presentations could be individually built to fit the needs of dealers and distributors' salesmen in different territories. This distributors' manual could be prepared according to the suggestion of each Fitzgibbons salesman, who now assumes the job of coaching distributors' salesmen in better presenting the story of Fitzgibbon boilers.

At later sales meetings, it is planned to have exchange of "experiences" in using the manual. In this way it is hoped that interest in carrying and using the manual daily will be maintained.

Gets Aluminum Account

The Buckeye Aluminum Company, Wooster, Ohio, has placed its advertising account with the Edward Howard Agency, Cleveland.

♦ ♦ ♦

Appointed by Crown Drug

The Crown Drug Company, operating stores in Missouri, Kansas and Oklahoma, has appointed Howard B. Brooksbank as merchandising manager.

Joins Peck

Miss Marian Curley, former advertising manager of the Lewin-Neiman Company, Pittsburgh, has joined the copy staff of the Peck Advertising Agency, New York.

♦ ♦ ♦

To Leave "National Sportsman"

Oscar J. Anderson, for six years New York manager of *National Sportsman* and *Hunting & Fishing*, Boston, has resigned, effective May 15.

Way Up Front

in 1933 LOCAL
FOOD LINAGE



***FIFTH NEWSPAPER
IN THE UNITED STATES
IN THIS IMPORTANT
CLASSIFICATION!**

**Way up front in this proud army
of Local Food advertising media
marches the Evening Sun-Telegraph
during the year 1933.**

1933 MEDIA RECORDS, INC.

**Exclusive of advertising of
newspapers sold on group basis.*

**The Pittsburgh
SUN-TELEGRAPH**

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES



For Eavesdroppers

Hartford Fire Talks to the Public Over the Shoulders of Its 17,000 Agents

OVER the shoulders of the companies' 17,000 agents, American consumers will read, this year, the selling story of the Hartford Fire Insurance and the Hartford Accident and Indemnity Companies.

Throughout the year, consumers will read copy keyed to the campaign's opener, which went as follows:

"On every side we see evidence that the country is slowly but certainly emerging from the era of discouragement and depression. To you, the far-flung group of Hartford Agents everywhere, the Hartford extends a public expression of appreciation for your loyalty and co-operation over the trying years through which we have passed.

"During the 124 years of its life, the Hartford, a stock company whose policies are non-assessable, has weathered many critical periods with honor and increased strength. Another successful record made by the Hartford in the face of adverse conditions is set forth in the annual statement of the two Hartfords. Be sure you have at hand a sufficient supply of these statements to hand to property owners who may be interested in the financial strength of their insurance companies."

To peeping-Tom consumers an inconspicuous postscript addressed itself thus: "To the Public: The Name of the Hartford agent in many communities is listed under 'Hartford' in the telephone book. If it isn't so listed, write the Hartford Fire Insurance Company, Hartford, Conn."

Having opened with full-page space in four publications and two-

thirds space in three others, the campaign is to continue in the seven publications through the month of December.

Each advertisement will be addressed to the agents, and each will discuss some phase of insurance as insurance pertains to business recovery. The copy will stress the agent's position in the changing insurance pattern and will maintain an undercurrent of confidence-building sales talk to impress the general public.

J. W. Longnecker, manager of the business developing department, tells PRINTERS' INK:

"We are coming out of the illness of depression cured, either by the efforts of our leaders or by the passing of time.

"I presented to our advertising committee the thought that the psychology of the change at such a time would be influenced more by suggestion than by straight appeal—particularly in a business that is hard to advertise.

"In addition, we wanted to pay public recognition to the support our local agents have been giving us.

"We were not at all afraid to buy million-circulation space to tell our message to our agents, if, in the telling, we also hit upon an effective method of suggesting our story to the property-owning, premium-paying people of America.

"The advertising certainly has struck a responsive chord in our agency force. An open letter, mailed to the field force at the opening of the campaign to explain and outline the effort, stirred up a great deal of interest."

Liquor Account to Gotham

Thomas Bruni and Son, West New York, N. J., liquor products, have appointed the Gotham Advertising Company, New York, to handle their advertising account.

Oklahoma Club Re-elects

Euclid H. Alexander, secretary, Smythe & Smythe Printing Company, has been elected secretary-treasurer of the Oklahoma City Ad Club to serve his eighth consecutive term.



MORE MONEY TO SPEND and THE WILL TO SPEND IT

THE tourist season has left Floridians \$350,000,000* better off. Add this to Florida's normal \$524,000,000 spendable income from industry and agriculture and you have a market worthy of serious advertising attention.

* Estimate made by the Florida Hotel Commissioner after a careful survey of the state.

One-ninth of Florida's income originates in Jacksonville's immediate urban and suburban area. Most of the state's business funds finally gravitate to this commercial capital, making Jacksonville the bull's-eye of the Florida target.

Extensive advertising coverage of the Jacksonville trading area can be achieved only through the Times-Union with its extensive statewide circulation as a secondary value that influences the upper buying levels in every Florida community.

The Florida Times-Union JACKSONVILLE, FLA.

The Largest Circulation of Any Florida Newspaper—

—The Lowest Milline Rate of Any Florida Daily

By Far the Largest Circulation in Jacksonville—

—The Largest Circulation in Jacksonville Retail Trading Zone.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York

Chicago

Detroit

San Francisco

Los Angeles

Garner & Grant, Atlanta

No Wonder It's About

THE most fundamental trait in human nature is self-interest. And it is this trait of self-interest that makes The American Legion Monthly one of the most eagerly read magazines in America.

No wonder Legionnaires read it. It is written largely by them, for them, about them! It contains gossip about Legion activities, photographs of Legion accomplishments, articles and stories that recall the greatest experience in their lives—the world war. Even to the layman these pages are interesting, but to the Legionnaire every page devoted to Legion activities is as interesting as are the pages of the small-town newspaper to the oldest inhabitant.

In addition, the magazine carries articles of live current interest outside of the Legion and veteran field.

Such outstanding authors as Leonard H. Nason, Hugh Wiley, Frederick Palmer, Will Irwin, Rupert Hughes, Clarence Budington Kelland, and others equally prominent, are numbered among the contributors.

What an ideal medium for advertising!—especially for products bought by men.

The circulation of The American Legion Monthly is more than three quarters of a million. The advertising rate is low, \$2.11 per page per thousand.

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are interested primarily in themselves. That's what makes The American Legion Monthly one of the most eagerly read magazines in America.

"IN DETROIT THE TREND IS TO THE TIMES"

A Six Months' Story of Circulation Progress By The Detroit Times

DAILY CIRCULATION

(Six-Day Average)

OCTOBER, 1933

240,547

NOVEMBER, 1933

244,023

DECEMBER, 1933

248,065

JANUARY, 1934

253,087

FEBRUARY, 1934

267,846

MARCH

(1934)

282,046

SUNDAY CIRCULATION

(Average)

OCTOBER, 1933

313,545

NOVEMBER, 1933

314,519

DECEMBER, 1933

317,619

JANUARY, 1934

340,338

FEBRUARY, 1934

351,742

MARCH

(1934)

360,734

A story of progress . . . and a story of popularity for this newspaper and its many interesting features . . . expressed in a very definite and tangible form by a majority of Detroit's citizens . . . and those who reside in its environs.

DETROIT TIMES

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

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Consumer Disbelief

Themes of Advertising Have Made Concerted Effort to Build Public Skepticism

HOMMANN, TARCHER & SHELDON, INC.
NEW YORK

Editor of PRINTERS' INK:

Will you be good enough to prepare for us a list of important articles which you may have run in the last year on the subject of the consumer's increasing disbelief in advertising?

We are particularly interested in comments, and especially in factual evidence, showing the consumer's reaction to exaggerated advertising claims.

J. D. TARCHER.

THERE is, at present a soft-pedal or pooh-pooh school of thought, which would have advertisers believe that all the talk about a consumer revolt is unfounded. The chief pooh-poohers are found generally in the ranks of those advertisers who have done their best to weaken the faith of the public in advertising by their fake claims, their ballyhoo exaggerations, their competitive copy and their great discoveries that when analyzed turn out to be somewhat less earth-shaking than they are guaranteed by the advertising.

There are several important facts that are overlooked by the pooh-poohers and perhaps it is not exactly polite to bring these facts out into the open.

The first fact is that the great American public has never believed in the truth of certain advertising. Long before the birth of Mr. Schlitz mean-spirited gentlemen were exposing the claims of the patent medicine fakers. Therefore, deeply ingrained in the public mind has been a disbelief of certain types of advertising.

It is not a difficult job to shift this disbelief to advertising as a whole if the enemies of advertising are clever enough—as they frequently are.

At the opening of the present

century there was a definite effort among reputable business men to put advertising on a sound basis. Far-seeing advertisers realized that advertising was not worth anything if the public did not believe it.

During the second decade of the century, two strong movements developed. The first was to clean up advertising from within. PRINTERS' INK has always maintained the position that the only sound clean-up can come from within.

The second strong movement was to set up such legislation as would eliminate the crook and the faker because without his elimination the honest advertiser was more or less impotent in his efforts to clean up from within. The PRINTERS' INK Model Statute, the Better Business Bureau movement and other efforts to eliminate the crooks have been of tremendous importance in cleaning out the criminal element in advertising.

In the meantime reputable advertisers have been working steadily towards the goal of cleaning up from within. The publishers have set up their censorship of advertising, advertising agents in many cases have refused to handle shady accounts, leading advertisers through their association with other advertisers have tried to preach the value of truth in advertising.

Depressions Have Destructive Effect

Unfortunately, major depressions tend to tear away the benefits of this type of effort. When business gets on a highly competitive basis the man in whom fakery is inborn throws his ethical shell away and goes at ballyhoo advertising with all that he has. The movement for better advertising suffered somewhat during the years of 1920 and '21, but it received its worst blows during the last few years.

There is no particular reason why reputable advertisers should

try to laugh off this fact. It is true and advertising pages show it. Neither should the foes of advertising overlook the important fact that in spite of the damagingly competitive tactics used by the lunatic fringe a great many reputable advertisers have kept consistently hammering away at their program of advertising reform from within.

A second fact that cannot be overlooked is that in our schools and colleges it has become the fashion to teach that advertising is an economic waste. Recently PRINTERS' INK made an investigation of leading economic textbooks and found that most of these books put down advertising as unproductive or predatory labor. With thousands of young men and women getting this type of doctrine in the colleges it has been inevitable that there should grow up a skepticism which is beginning to make itself felt.

A third fact is that a group of reformers in the early twenties very definitely set out to demonstrate the weakness of advertising. Stuart Chase and F. J. Schlink delivered a heavy attack against advertising in "Your Money's Worth," published some years ago. "Your Money's Worth" became a best-seller as has been "100,000,000 Guinea Pigs," its successor, written by Mr. Schlink and his colleague, Arthur Kallett.

A fourth fact is that there has been enough advertising of a shoddy variety to shake the faith of the public in advertising. Stupid claims for superiority have not been borne out by products. Disgusting advertising themes have caused a public aversion to certain

campaigns. Laughable claims have aroused the public risibilities.

A fifth fact is that certain friends of the Copeland Bill have employed propaganda against advertising. This has emanated from Government and organized consumer sources. Important women's organizations all over the country have been receiving propaganda attempting to show that advertising was not to be believed and was in some cases definitely to the public harm.

There is no doubt that many of the attacks on advertising have been unfair and based on a lack of knowledge of what advertising does. It is a little difficult, however, to make the pooh-pooh school realize that, although the public may be entirely wrong in its belief, the belief is what counts and not the justice of that belief. So long as a growing body of citizens are skeptical of advertising there is going to be a consumer revolt.

There is no reason, however, why this revolt should ruin advertising. The greatest dangers facing advertising today come from within the business.

On the one hand stands the pooh-pooh school saying, "Oh! It doesn't amount to anything." On the other side stands the high-pressure boy who says, "To hell with the public. Our advertising pays."

Several weeks ago, PRINTERS' INK expressed its attitude toward the present situation in an editorial, "Let's Face the Music." This editorial has been widely quoted and almost as widely commended. In spite of the attitude of the soft-pedalers, PRINTERS' INK still believes that advertisers will best serve themselves by facing the music.

New Detroit Agency

C. E. Rickerd, who has been advertising manager of the Standard Accident Insurance Company of Detroit for ten years, has organized the C. E. Rickerd Advertising Agency. Offices are at 640 Temple Avenue, Detroit. He will continue his connection with the Standard company as advertising counsel. Associated with him is Robert J. Walker, who has been with the advertising departments of Chrysler, Plymouth and the Leonard Refrigerator Co.

Sparkle and Pep

CHARLES AUSTIN BATES, INC.
NEW YORK

Editor of PRINTERS' INK:

As a long-time addict of PRINTERS' INK, I feel free to offer my congratulations on its rejuvenation. There is sparkle and pep in its editorials, including the new feature "This Week," that now make reading a pleasure rather than a duty. More power to you!

CHARLES AUSTIN BATES.

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Change in Blue Eagle Copy

LAST year the Blue Eagle was awarded on a promise. The familiar display will be superseded on May 1 with a 1934 model which will be available on performance record only.

In its new Blue Eagle, NRA goes specific. Each recipient will get an eagle which announces the group to which he belongs and also states the holders registration number. The now widely known slogan, "We do our part" gives way to the single word "Code."

Many of those who received the first Eagle on their promise to do their part belong to industries which have yet to have their codes approved. These will be permitted to display the standard eagle until their codes are approved when their individual eagle will be sent them.

The new eagle, NRA informs employers, will identify those who have done their part and who now, under an approved code, are co-operating with others in the trade

"to complete the work of recovery."

The 1934 eagle will not be issued to anyone who is violating a code



or agreement and the right to continue to display it depends on continued compliance.

Burner Wins Norge Name

NEXT week the Norge oil burner officially comes into its own. Then another electric refrigerator will have a companion product in the home appliance field. Distribution will be accomplished, reports the Norge Corporation, in time to launch an energetic summer and fall sales drive on the burner.

The same policies will be used as have won a leading place for Norge in the refrigerator market. Development of the burner goes back to 1919. Marketed under another name it has proved itself and it will be with a seasoned

background that it takes the Norge trade-mark.

The burner will be available in three models, suiting its use in small homes as well as for large industrial installations. Distribution will be handled by the company's selling organization of fifty distributors, 5,000 dealers and nearly 10,000 retail salesmen in addition to recruits among dealers.

Sales will be under the direction of H. E. Whittingham. Ralph A. Beale, formerly sales manager of the Silent Automatic and Torrid-heet Corporation, will be in charge of sales operations in the field.

"Woman's World" Appointments

George H. Hands, of *Woman's World*, has been made Eastern advertising manager at New York. He succeeds Gordon P. Manning, who will take charge of promotional work for the publication.

Has Puro Filter Account

The Puro Filter Corporation of America, New York, water coolers and purifiers, has appointed The G. Lynn Sumner Company, New York, to direct its advertising.

"Perfume for me"



McCall's **STYLE & BEAUTY**

for { BEAUTY AIDS · COSMETICS · PERFUMES
HOSIERY · UNDERWEAR · CLOTHES }

McCall's **HOMEMAKING**

for { FOOD · DRUGS · ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS · HOUSEFURNISHINGS }

McCall's **FICTION & NEWS**

for { TRAVEL · CIGARETTES · CAMERAS
AUTOMOBILES · BOOKS · INSURANCE }

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for madame?"

SILLY, ISN'T IT? Imagine trying to sell her perfume when she's busy buying steak. The two don't mix. And she's not in the mood to listen.

Very well, then. How can you get her to listen to your advertising?

By talking personal charm when she is thinking of personal charm. By talking food when she is thinking food. By talking pleasure when she is looking for pleasure and recreation.

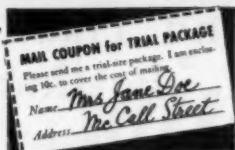
Almost impossible in old-style magazines. That's why McCall's has been rebuilt according to the three moods of women, with its contents sorted so that what she reads will steer her toward instead of away from your advertising.

Show her your perfume when she is thinking about beauty, cosmetics, clothes—in McCall's **STYLE & BEAUTY**. Show her your baking powder when she is mentally mixing muffins—in McCall's **HOMEMAKING**. Show her your ocean trip when she is day dreaming with the newest romance in front of her—in McCall's **FICTION & NEWS**.

The principle is not new. Department stores display like with like and call it ensemble selling. It works.

Does McCall's new make-up work? Yes, says a keyed advertiser reporting 85% better returns. Yes, says another with 75% more coupons. Yes, says a food advertiser reporting twice as many 9c coupons. A few say no, but they are greatly outnumbered.

Rates are not increased. These savings are yours—when you use the new McCall's. McCall's Magazine, 230 Park Avenue, New York City.



"McCALL'S AHEAD," SAY USERS OF KEYED COPY. "Twice as good as its nearest rival," says a full-page food advertiser. "85% better," says a toilet goods manufacturer. Other successes are being reported daily.



LAST YEAR McCALL'S PUBLISHED MORE on *Style and Beauty* subjects than any other woman's magazine—more columns of editorial, more in four-color, more individual articles.

M.CALL'S	
LADY HOME JOURNAL	
WOMAN'S HOME COMPANION	
GOOD HOUSEKEEPING	
HISTORICAL REVIEW	
DELICATOR	

McCALL'S HAS MORE NEWSSTAND CIRCULATION than any magazine in its field. In other words, given the whole field to pick from, women prefer to spend their money for McCall's.

	1931
True Story	1114
McCall's	961
G. Housekeeping	886
Nat. Brev. Post	857
Liberty	504
Ladies' Home Journal	488
Collier's	279
Woman's Home Comp.	262
Cosmopolitan	112
Pictorial Review	90
American	82
Delicetator	

WE LIKE THE TRUE STORY SURVEY. 16,000 druggists, asked to choose, named McCall's first among women's magazines, second only to True Story, for advertising a popular-priced toilet article to women.

Sound Trade Practices Can't Be Counterfeited

How to Beat Chiseler, Even Though Codes Fall Short

By C. B. Larrabee

CODE-MAKING has many ironies. Not the least is the almost feverish vigor with which alleged business men battle against being saved from practices that have disrupted industries and cost American manufacturers millions of dollars.

When NRA became a law it was hailed by many of the more far-sighted leaders because, in its provisions for trade practice sections in codes, it opened the way for a clean-up of abuses that have harried business for many years. Several hundred codes have now been approved and as the dust settles down we find that many of these practices are not even mentioned in most codes.

Some are mentioned, to be sure. In fact, a few are referred to almost nastily. As a whole, however, bad business practices have received such a mild slap upon their collective wrists as would lead one to believe that business psychology is, to put it perhaps too flatteringly, only a bit above the level of the moronic.

Liberty of action must be a very precious thing, since it is talked about so much. Obviously, however, it has many definitions. In the chiseler's dictionary the definition makes *laissez faire* seem as strict as an edict from the lips of Mussolini.

Apparently the chiselers look upon liberty of action as a free license to blow up or tear down anything, including, as history with melancholy thoroughness has proved, the business of the chiseler himself.

Liberty of action means inside deals; hidden discounts; advertising allowances that have nothing if anything to do with advertising; free goods that are really about as free as a tenth row seat at the

Metropolitan Opera House; secret rebates, and all of those other practices that certain sections of business have clung to fondly in spite of the fact that they have proved not only ruinous, but entirely inadequate in gaining any business advantage.

Perhaps the fault lies in an inherent inability to reduce these practices to a simple formula. Or maybe the trouble is that so few businesses have really understood the proper value of the unique.

In a recent newspaper advertisement A. Guinness, Son & Co., Ltd., put a vital business lesson. It is an advertisement that, if it could be properly understood, should be tacked up somewhere in every code conference.

"Why couldn't they copy this label?" the advertisement asked. "It is not a complicated label. It is not engraved like a Bank of England note, although it is nearly as old. It is a simple, old-fashioned label, printed in black and red ink on buff paper.

"It appears on bottles of what is by far the most popular brew in the world. But it has never been copied.

"The reason is, that though the counterfeit label might fool experts, the counterfeit contents would fool nobody."

No Copyright for an Inside Deal

The great and damning weakness of all unfair business practices is that they can be counterfeited thoroughly and effectively. In other words, you can't copyright an inside deal. Not only is it not copyrightable but it is also capable in the hands of a competitor of becoming so much larger and so much more destructive than the

Greatest Gain

of any
Pittsburgh Newspaper
in GENERAL DISPLAY
ADVERTISING

(Media Records)

First Quarter 1934

Post-Gazette

Gained 155,164 ^{lines} or 74.8%

Second paper . 128,460 ^{lines} or 27.5%

Third paper . . 97,334 ^{lines} or 20.3%

Pittsburgh
POST-GAZETTE

Largest Circulation of any Pittsburgh Daily Newspaper

One of the really GREAT newspapers
of the United States

PAUL BLOCK AND ASSOCIATES

National Advertising Representatives

New York - Boston - Philadelphia - Chicago
Detroit - San Francisco - Los Angeles



Writing in Tower's Quicker Tempo

Konrad Bercovici, Elaine Sterne Carrington, Thyra Samter Winslow, Alice Douglas Kelley, Frederic Van de Water, Will Irwin, Frances Parkinson Keyes, Princess der Ling, Margaret Sangster, Ellery Queen, Stuart Palmer, are a few of the many skilled craftsmen who appear in this issue of Tower Magazines.

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"But Mother...
**I always use prepared
 biscuit flour now"**

THIS younger housewife is playing a vital part in advertising plans which have volume sales as their objective. Hers is the plastic mind of twenty-five, the important age when buying habits are forming.

Just as she buys a new kind of magazine . . . SERENADE, NEW MOVIE, HOME, TOWER RADIO, MYSTERY . . . written in a new quicker tempo by the best authors in America, so she is quicker to respond to new products, to new recipes, to news about time-saving home equipment, than the older housewife whose buying habits are settled. Each month, 1,300,000 copies of Tower Magazines are purchased in the Woolworth Stores and selected newsstands . . . a 100% voluntary circulation, every copy for cash . . . directed with scientific accuracy into your most profitable markets, the 1269 tested key markets where 75% of all retail buying is done today.

Manufacturers of cereals and canned goods, shortenings and flours, sauces and condiments . . . Tower Magazines offer you *new prospects . . . new profits!*

TOWER MAGAZINES, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD

original discounter ever dreamed of.

Every bad practice in merchandising is like that. The advertiser who initiates such a practice buys into a business poker game where there is always some competitor foolish enough to raise five more.

An inside deal never stays on the inside. Competition always finds out about it—and when competition does it begins to compete not with merchandise but with deals. Zero is the only limit—and in plenty of cases zero has been almost reached.

All of the worst trade practices have nothing to do with the quality of merchandise nor the soundness of merchandising. About them there is nothing unique, not even the quaint idea that they will help a business.

A few years ago a small group of manufacturers practically controlled the market for a product sold through drug channels. Each one of this group was making a comfortable profit and the industry was expanding on the basis of teaching consumers the value and comfort of using the product.

Not satisfied with a healthy, profitable growth one of the more wolfish of the group decided that he wanted more of the business and that the way to get it immediately was to take it from competitors.

He embarked on a policy of inside deals. He began to give juicy rebates which, in theory, nobody knew anything about except those receiving the rebates. He also introduced advertising allowances—but they were not allowances for advertising at all. They were pleasant commercial bribes to important chains—and they weren't small.

The plan worked beautifully for about six months.



This recent newspaper advertisement contains a vital lesson

Then competition jumped into the picture. In each case it met him and raised him. He, in turn, was forced to meet and raise.

Not until the industry was in an uproar did he do what he should have done in the first place, bring out a new and much improved product backed by heavy advertising. Unfortunately by this time that old man of the sea, Mr. Inside Deal, was so tightly fastened to his back that the heart was cut out of the profits on the new product.

Certain chain men, who prided themselves on their caninness (Jesse James, it is said, was proud of his caninness) calmly told the manufacturer that they would require a little extra consideration if they were to push the improved product. They even threatened lawsuits in one way or another.

The net result of this manufacturer's move was a complete reorganization of the company—the stockholders became bagholders, of course—a loss of prestige for the



Why couldn't they copy this label?

It is not a complicated label. It is not engraved like a Bank of England Note, although it is nearly as old. It is a simple, old-fashioned label, printed in black and red on half paper.

It appears on bottles of what is by far the most popular beer in the world. But it has never been copied.

The reason is that though the counterfeit label might fool experts, the counterfeit cannot fool the public.

That is the unique quality of Guinness. To attempt to produce it by any means other than those always used in Dublin would require the finest of men. The distillers of Guinness, try as they might,

would make himself believe in that description. For Guinness has no secret formula. There are no elaborate processes. It is made solely as it has been made for 170 years—of the best of water, barley, malt, hops, yeast and everything else. No substitutes for malt, and no preservatives are used. No chemicals are added in bottling or otherwise. And none of the harmful elements are filtered out for the sake of sparkle. It is kept in oak casks for about a year and never gets in touch with the bottle.

Thus it is bottled and shipped to you, at the peak of its quality and strength. Try the half pint bottle for a winter.



GUINNESS
IS GOOD FOR YOU

For information in regard to this label, write to James's Gate, Dublin.

© 1934 J. & J. Guinness, Ltd. Dublin, Ireland. All rights reserved. No. 100

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whole industry and an almost elimination of any profit possibilities.

That is not a fanciful story. It happened—and has happened, with variations, in a dozen industries.

There are certain merchandising qualities that are copyrightable. Quality of product is one—and in spite of all the advertising ballyhoo about quality, far too many companies prefer to compete on deals than on merit.

A good advertising campaign is another—whether it carries the magic C in a circle or not. It is an almost tragic circumstance that so many products that have been built into profitable prominence by sound advertising have been, on the other hand, torn down by unsound selling practices.

Inventive genius is something that competition finds hard to meet. And where, like in the automobile industry, inventive genius is common, there is found an industry that goes ahead rapidly building new markets instead of getting most of its business by chiseling competitors.

An enthusiastic sales force is something that can be sent into the world without the warning "Beware imitations" because no company can imitate enthusiasm in the same way. Even if a competitor does build enthusiasm, competition stays upon a decent plane.

A good package defies the chiseler. His only answer can be to improve his own package—and that again is clean competition.

A well-planned merchandising campaign is mighty hard to imi-

tate. No matter what a competitor may do, the originator has the satisfaction of knowing that all over his campaign stands his own trade-mark of originality.

Sound dealer relations—try to muscle in on them. It can't be done. Most certainly it can't be done with an inside discount that disrupts the trade.

It isn't necessary to catalog any further. Any sensible manufacturer knows the things that can be imitated and the things that can't.

Squibb has made famous the Priceless Ingredient. In every factory there is some potential priceless ingredient if the owner is wise enough to search it out. Sometimes the most sought after ingredient is brainpower, the ability to be original, the knack of building ideas that are hard to imitate.

The codes have offered business an opportunity that it has not been wise enough to appreciate to the full. It is not too late to get code revisions. It is not too late for the leaders to eliminate from the business structure those practices that aren't built on some priceless, unimitable ingredient.

To be sure there will always be a lunatic fringe whose only resources are the inside deal. Left to themselves they will get about half way to first base. No industry is disrupted until the leaders start to battle with bad practices instead of good merchandising.

Business needs a new Prohibition. It can be stated succinctly:

Don't employ a trade practice that can be counterfeited.



Canner Starts Campaign

Newspapers, magazines and business papers will be used in a campaign which the Greco Canning Company, San Jose, Calif., is starting on its De Luxe Integrity brand asparagus style of packing string beans. The campaign is being handled by Emil Brisacher & Staff, San Francisco.



Clipp Advanced by NBC

Roger W. Clipp has been appointed assistant manager of NBC operated stations. He has been with the National Broadcasting Company for five years working in various departments including operations and station relations.

Doyle Gives Up Active Politics

W. F. Doyle, formerly advertising manager of The Lloyd Manufacturing Company, Menominee, Mich., has been appointed sales promotion manager. Mr. Doyle, who is also a member of the Michigan State Senate, has announced that he will give up active politics to devote all his time to company business.



Appoint Tulsa Agency

The Hill Hubbell Division of the General Paint Corporation, Tulsa, Okla., has appointed Don Watts-Advertising, Inc., of that city, to direct its advertising. The Paramount Manufacturing Company, Tulsa, Betty K sanitary belts, has also appointed the Watts agency.

A NEW COMBINATION OF

advertising BRAINS *for hire!*

LISTED in the current register are some 1300 advertising agencies, of which over 300 are located in New York. Obviously there are already many large, medium-sized and small organizations ready, willing, and in fact, anxious to secure accounts and serve them well. Some are very successful; others have been struggling for years.

Why, then, should a new corporation be organized, place a decidedly substantial fund in its bank, and have the highest expectations for success? Since every man and woman in, or associated with this organization knows the advertising agency field thoroughly, their belief can't be based upon the kind of optimism that is born of inexperience. Nor is it ego—just ego doesn't get many people very far.

It has been said that it *takes* brains to quickly recognize brains, because such recognition isn't just a matter of good eyesight! We think there are more than enough brains on the advertisers' side of the picture to assure recognition of

what we have to offer—and that among those recognizers will exist an ample market for our services.

The heading of this, our first advertisement for ourselves, emphasizes the word that names the most important feature in our offering. It is also our contention that that six-letter word describes what is (or should be) in the final analysis, *by far* the most important fundamental in the whole business of advertising. It is the governing factor in the degree of *real* value of an agency for its client! And because this is so, and since it is primarily brain-power that we have to sell, we are exceptionally well equipped for success.

We have too, the other essential requirements. Every man and woman in this organization is thoroughly experienced and excels in his or her part of the job. Included in this compact group are masters of the technique of layout, headline writers extraordinary, copywriters of the calibre that is usually referred to as being "as scarce as hen's teeth," a brilliant

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radio director, production people with a really sound technical knowledge, space buyers who do know the respective value of media. And the personal character of these people is not least among what we consider to be the essential requirements for dependable agency service.

Perhaps it is not a large organization by some comparisons—but in plain language it is a darned good one, by any comparison.

We seek an interview with—

the type of advertiser whose policy in selecting an advertising agency permits actual *merit* for that advertiser's own purposes to be the paramount deciding factor. In other words, men who are living in the present and for the future—not for the past, which is gone—men with just enough of the "show me" attitude to ask us why we think they should appoint us. Men who appreciate the importance of employing the agency which is best for their business! To advertisers who are justly tired of listening to routine agency solicitations and of viewing a pro-

cession of bulky presentations, we ask for ten minutes in which to interest them, or end the interview with thanks. We don't think anyone will believe the time wasted in any case. No, we do not consider that we can serve every advertiser better than other good agencies can, and we aren't attempting to interfere with harmonious and successful arrangements. But there are enough advertisers whom we could serve with considerably more profit to them, to warrant our publishing this request for a brief audience.

After all, ten minutes' time isn't much to gamble on a matter that may have an important influence on *net* profits—but it is sufficient for you to decide whether you want to listen further or not.

If our headline found any response in your mind—if it began a train of significant thought—may we suggest that you follow that thought through to the simple step of having us tell you more about what this new agency has to offer you. It is a *fact* that in inviting this, not even an inference of further obligation is involved.



**AMALGAMATED
ADVERTISING
Agency**

INCORPORATED

41st FLOOR • CHRYSLER BLDG. • NEW YORK • VANDERBILT 3-1362

Teaser Copy in Uruguay

TEAUSER copy may have originated far away from the little republic of Uruguay, but seldom has it been given such a novel and interesting twist as it was in a campaign recently conducted in Montevideo.

To insure a maximum of attention from the inhabitants of this South American metropolis for a new brand of hosiery, the resourceful advertiser applied the teaser idea to a newspaper series that lasted five days. Each advertisement was, in effect, three advertisements. Similar positions were secured on right-hand pages and a unique layout style was devised. A thirteen-inch double-column advertisement, containing the text, was situated at the upper right-hand corner of the page.

This space was given over entirely to the copy, which was of a mystery flavor and which, to heighten interest, announced that prizes would be awarded to the first thousand readers correctly solving the riddle of the advertisements.

At the lower left-hand corner appeared a nine-inch triple-column advertisement. This was completely occupied by a sketch of a large glass box, or "The Marvelous Cube," as it was called. The box, a completely blacked-out affair, was surrounded by a squad of industrious little window cleaners who, with pails of water and long-handled brushes, were hard at work mopping the opaque sides.

The gap between these two large units was cleverly spanned by a two-inch single-column cut of a tiny cleaner whose outstretched,

Public Interest Sustained for Five Days by Novel Campaign in Behalf of New Brand of Hosiery



A distinctive layout, straddling a full newspaper page, was gained by placing three separate units in interesting juxtaposition



Showing the cleaners in the medium stage of their labors. Right: The job is done. The new product and its message are put across in a dramatic finale



pointing finger led the eye—contrary to habit—from right to left.

With each subsequent insertion the diminutive cleaners got busier and busier while the cube became less and less obscured. At the same time the copy imparted additional clues.

On the fifth day the cube was

revealed in all its transparency. Within it sat a dark-haired señorita in negligée prominently displaying a pair of the new stockings.

Finn Heads Better Business Bureau Group

Karl T. Finn, manager of the Better Business Bureau of Cincinnati, has been elected president of the National Association of Better Business Bureaus. He succeeds Peter H. Van Horn, formerly manager of the Columbus Better Business Bureau and president of the national body, who recently resigned both positions to become chairman of the Silk Textile Code Authority and executive vice-president of the National Federation of Textiles, Inc.

Brewer Appoints B. B. D. O.

The Duluth Brewing & Malting Company, Duluth, brewer of Karibrau beer, has appointed Batten, Barton, Durstine & Osborn, Inc., as advertising counsel.

Lithographers to Meet

The annual convention of the Lithographers National Association will be held at White Sulphur Springs, W. Va., on May 9 and 10.

Public Service Broadcasting Buys Station WJJD

The Public Service Broadcasting Company, of which Ralph Atlas is president, has purchased all of the stock interest of the Columbia Phonograph Company in the Public Broadcasters operations of station WJJD, Chicago. Public Broadcasters was the totally owned subsidiary of the Columbia Phonograph Company and was operated by the same executive personnel as the parent company.

Death of M. J. Hutchinson

Melvin J. Hutchinson, for the last twelve years general advertising director of the Hugh C. MacLean Publications, Ltd., Toronto, died recently at that city. He was at one time with the Maclean Publishing Company as editor of the *Dry Goods Review*. Later, after being connected with several Canadian newspapers, he became manager of the Canadian National News and Periodical Association.

Because of the

CLEVELAND KITCHEN

Cleveland is none
TEST MARKETS for



*The Cleveland - Press -
P.T.A. Kitchen Inven-
tory Is Amply Protected
by Copyright Against
Infringement of Method.*

Any test can be effective and informative only to the extent that its elements are controlled.

The Cleveland Press, through its P.T.A. Kitchen Inventories, has virtually converted Cleveland into a testing laboratory for food products sales. From an adequate, perfectly appor-

tioned sample of housewives, it has gathered information to guide the experimenter.

Cleveland is the first major market in America to be so completely analyzed that guess work and the trial-and-error method need no longer be used. Positive, comprehensive knowledge has supplanted preconceived impressions—and, in many instances, proved them false.

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THE PRESS—P.T.A. AN INVENTORY

one of the Greatest
Food Products . . .

To the manufacturer whose sales programs have gone sour—to the newcomer with metropolitan ambitions—to every factor in the merchandising of food-stuffs, Cleveland now offers an opportunity to test new products and new ideas against a background of *known* facts and *proved* methods.



Consult The Press or the nearest office of the National Advertising Department for detailed information.

The Cleveland Press

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • ATLANTA

The Crowell Publishing Company Announces

Restoration of Advertising Rates

THE AMERICAN MAGAZINE

These rates, which were in effect up to the July 1933 issue, will be restored, starting with the January 1935 issue for black and white space and with the February 1935 issue on four color pages and covers:

Black and White Page	\$4,500.00
Tint Page	5,400.00
Four Color Page and Inside Cover.	7,000.00
Back Cover	9,000.00
Two Columns	3,060.00
Column	1,530.00
Line	11.00

The former rate basis of 1,800,000 average net paid circulation is also restored.

We have been delivering and expect to continue to deliver excess circulation above this rate basis.

THE CROWELL PUBLISHING COMPANY, NEW YORK

FRANK BRAUCHER, *Advertising Director*

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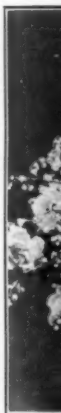
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Silver Weddings

International Silver Company to Launch Campaign in May for Expected Increase in Bride Business

Company:

The International Silver Company, Meriden, Conn.

Campaign:

A special, concentrated drive on wedding gift business. Reports gathered by the company from all parts of the country show a big increase in the number of weddings as compared with the last four years. That fact means greater silverware sales and the International Silver Company has set aside a separate appropriation to influence the selection of silverware as wedding gifts. Silverware should be featured, the company maintains, because the wedding guest selecting it as a gift knows it will be welcome since it is always needed and also makes a fine showing on the gift table.

Products:

Silverware—three patterns in International Sterling, three in 1847 Rogers Brothers, three in Holmes

& Edwards Inlaid and three in Wm. Rogers & Son.

Feature:

A Bride's Bouquet Chest. This is especially constructed to give a good display of the silverware. Its color scheme is white, accentuated by azure blue velvet. It is made of silk brocade, satin, velvet and grained reproduction of white leather. It is essentially a gift chest. It also makes an excellent window display for dealers. The chest holds a variety of silverware assortments but only two are being featured, one retailing at \$74.50 and the other at \$49.50, including the chest.

Consumer Advertising:

A double-page spread in a national woman's magazine. In full colors. It will cover the entire two pages, without any margin. An illustration of the bride's bouquet is featured. This is from a natural color photograph. Enlarged reproductions of the advertisement will



Enlarged reproductions of this color magazine spread will be furnished dealers who buy Bride's Bouquet sets

THESE PAGES

Too small to tell

the complete story of the **NEW** Ele

Its New Page Size . . . 10½" by 15"

This large type page size permits our editors to make many dramatic innovations in the magazine—new typography, a lavish use of illustrations and a new editorial style. To the advertiser and the advertising agency, the enlarged type page size makes possible new, effective layouts.

Its

Its Circulation 31% Greater

With the June issue, the *New Electrical Merchandising* broadens its audience—from 19,000 circulation up to 25,000 copies monthly. That's a 31% jump. This means that the new magazine will reach the largest group of quality electrical merchants ever assembled by any publication. The new readers will include department stores, hardware stores, furniture stores, housefurnishing stores, and other types of non-electrical stores handling electrical goods. They will also take in specialty appliance dealers and distributors, electric light companies that merchandise, contractor-dealers—in fact, every worthwhile electrical merchant. The

A. B. C.

A MCGRAW-HILL PUBLICATION

336 West 42nd Street, New York, N. Y.

ARE TOO SMALL

(Sorry, Printers' Ink)

NEW Electrical Merchandising"

5"

New *Electrical Merchandising* will, of course, continue as an ABC publication.

Its New Advertising Possibilities

ter

Increased circulation that blankets all worthwhile sellers of electrical merchandise would, in itself, broaden the advertising possibilities of *Electrical Merchandising*. But in addition, the dramatic new format, the new editorial service, and particularly the new type page size—10¼ by 15 inches—permits a new style of advertising copy, with plenty of space for illustrations, headlines and the complete story of a manufacturer's product and plans. In addition to all these advantages, the publishers of *Electrical Merchandising* are embarking on a promotional campaign for the new magazine that is building up, in advance, a keen curiosity on the part of the electrical trade to see the new publication. *All eyes will be on the June Issue.*

If you have an electrical account or if you sell electrical merchandise, why not let us give you a preview of the dummy for the New Electrical Merchandising?

PUBLICATION

A. B. P.

Offices also in Chicago, Philadelphia, Cleveland, etc.

be furnished dealers who purchase Bride's Bouquet sets.

Theme:

This advertisement, while featuring the patterns of several International Divisions, is not an institutional one. It will sell patterns and will not talk about the company.

Trade Advertising:

A four-page insert in color is being run in two trade publications. A special supplement on the campaign is also being mailed with the May issue of "International Silver Service." The trade advertising lays special emphasis on a window contest. Other parts of the campaign are also stressed.

Puppets:

Besides the photograph of the bride's bouquet the consumer advertisement contains an illustration of a bridal party. The text calls at-

tention to the fact that a set of puppets—paper cutouts of a bride, groom and wedding party (eight in all)—will be sent to any reader of the advertisement who will go to her dealer or write to Meriden. These puppets will be sold for 10 cents a set. The dealer pays 5 cents a set.

The puppets may be used as decoration for the wedding breakfast or luncheon.

Display Contest:

A window display contest is an important part of the program. The contest opens May 11 and closes June 9. Forty-two awards, amounting to \$1,500, will be made for the best windows featuring one or more International Silver Company advertised lines. Entries will come under three classifications, determined by the size of the city and size of window. Each contestant must submit a photograph of his window display.

Standard Brands Cited

A SPRING sale now being conducted on Chase & Sanborn coffee has resulted in the filing of charges against Standard Brands, Inc., for violation of the coffee code by the use of destructive price-cutting and sales below cost.

Complaint has been filed by the Coffee Industries Committee, in charge of code enforcement, which has issued a bulletin on the subject. The bulletin says that meetings have been held with representatives of Standard Brands and other

members of the industry in an effort to stabilize conditions. The committee reports that these meetings have been unsuccessful.

Hoping for conciliation, the committee still feels it necessary to proceed through the regular NRA channels pending further efforts at adjustment.

The spring sale, scheduled to run from April 9 to May 5, cuts the price of coffee from 27 cents to 25 cents, following a rise from 25 cents to 27 cents on April 1.

Sapin Has Own Service

Marcy B. Sapin has started his own business at 1065 Wisconsin Avenue, Washington, D. C., as a specialist in financing and selling securities by direct mail. He formerly was assistant to the president of the Kriss Kross Corporation, St. Louis.

Now Gerson-Hampton-McQuigg

Frederick W. McQuigg has joined the Gerson-Hampton Service, Chicago, the name of which has now become Gerson-Hampton-McQuigg. He was for many years with the Chicago American.

Graham Joins Ziff

Tom Graham has joined the New York office of the W. B. Ziff Company, publishers' representative. He was for many years with J. P. McKinney and Son, and later was advertising manager of the *New York Motor News*.

Marx-de Cossy, New Name

Ed de Cossy, formerly art director of Hanff-Metzger, Inc., New York, is now associated with Harry Marx, of the Harry Marx Studios. The firm name will be Marx-de Cossy, with headquarters at 25 West 45th Street.

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Fever and Its Place in Copy

Good if It Fits Writer's Personality, but Maybe Jug of Cold Water Would Be Better

LARCHAR-HORTON COMPANY

Advertising

PROVIDENCE

Editor of PRINTERS' INK:

I read with interest and some alarm Mr. Bourne's article* in PRINTERS' INK dealing with the physical symptoms of Einstein if the great scientist were suddenly confronted with the task of writing an advertisement for a monkey wrench, a baking powder, a correspondence course in piano playing, or a rat biscuit. Mr. Bourne thinks he would run a fever. Perhaps he might. Mr. Bourne suggests that Einstein would feel as if he had taken a licking when he had finished a good advertisement. I think he would. I know he would when the copy came back for revision.

But I can't agree with Mr. Bourne when he draws the conclusion that every copy man must run a fever before he can write a good selling job. Isn't he confusing cause and effect?

The fever, as I see it, is a peculiarity of some men. Other men may think just as effectively and not run a fever at all. Shifting the sex for a minute, I am told that there are some girls who have no trouble at all producing tears in an emotional crisis. It doesn't prove that they feel more deeply than girls who don't cry. They simply know how to cry.

Einstein knows how to run a fever. Most likely a lot of good copy men do. But what the devil! We must not accept the fever as evidence that they can write good copy. If it is accepted, some of us will be forced to become fakers, or to carry clinical thermometers to the office, and place them under the hot water faucet so that when we submit an advertisement, we can prove we were running a fever.

* "If Einstein Were a Writer of Advertising," by Humphrey M. Bourne, PRINTERS' INK, April 5.

Now about hard benches and rocking chairs. I haven't a rocking chair in my office but I have a comfortable swivel chair, and darn you, Mr. Bourne, if as a result of your article, I come down some fine morning and find it replaced by a cold stone bench. I'm willing to climb a tree or go down a manhole for an idea, and I've done it (I'm one of those fellows who wouldn't send a man anywhere he wouldn't go himself, you know) but when I am in my office I don't want my physical or my mental attitudes dictated. Let a man write or walk in the position best suited to him.

Fever and Mail-Order Copy

One more point of friendly disagreement with Mr. Bourne. He doesn't actually say so but implies that the mail-order boys who bring home the bacon, and more power to them, run a fever while they write. It is more likely that their clients, their new clients, I mean, run a fever while waiting for the returns.

Writing mail-order copy is a cold-blooded proposition in which you sublimate entirely your own likes and dislikes, using only what you are fairly sure will pull. Years ago I ran a keyed advertisement and I liked it so much that I ran a fever when I submitted it. The fever was infectious and the advertisement ran. It was a dismal flop.

But many's the time I have prepared mail-order copy with my tongue in my cheek and my fingers crossed. I didn't have to run a fever and couldn't if I had tried. I was cynical enough about the product. But I was practically certain the advertisement would pull. The appeal had been tested before. You can't sell me the fever idea through the mail-order writers. Those boys seldom get hot.

I wonder if it is possible to

agree on any formula for the writing of good selling copy. I doubt if it is possible to concoct a really effective shot in the arm. An English instructor of my acquaintance sends back themes to his freshmen with "slovenly" in the space reserved for his comments. He then adds: "This does not mean that you are slovenly." If he were the copy chief of an agency and had Einstein working for him he would probably return copy marked: "Not feverish enough. This does not mean that you are not running a fever."

I wonder if an attitude of complete detachment is not one of the things a good practical selling copy writer has to learn. His writing should reflect the personality of the product and not his own. He cannot possibly be enthusiastic about all the things he writes of. He may even have the most violent contempt for some of the products

he sponsors. I have seen powerful hair tonic copy written by a man who has tried them all and now is completely bald.

Let's say that the copy man ought to be a keen student of human nature. He should have an open mind. He should be a combination of psychologist, reporter, entrepreneur. He ought never to let his enthusiasms run away with his judgment. He must learn appeals that will pull and when he finds them have the sense to stick to them. He can run a fever or not according to the way his body functions. If he likes a cold stone bench and a jug of cold water, he shall have them. If he prefers an arm chair, a heavy lunch and a bottle of beer, that is all right, too. We are not interested in his personal life or his clinical symptoms. We're interested in results.

GEORGE R. ASHBEY,
Secretary.



Win Awards in Newspaper Promotion Contest

For the second time the New York *Daily News* has won the silver cup in newspaper promotion contests sponsored by *Editor & Publisher*. The cup passes into permanent possession of the paper which succeeds in winning it three times.

The contest this year also brought to the *News* a plaque to commemorate its selection as having done the best all-around sales promotion. A plaque for distinguished merit was awarded to the New York *Sun*.

Winners of distinguished merit and honorable mention in various classifications of promotional work included: The Scripps-Howard Newspapers; Atlanta *Georgian-American*; New York *Herald Tribune*; Toronto *Star*; New York *Times*; New York *World-Telegram*; New York *American*; Cleveland *News*; Des Moines *Register and Tribune*; Milwaukee *Journal*; Arkansas *Dailies, Inc.*; the New York *Daily News* and New York *Sun*.

Members of the jury were: John Benson, Frank Presbrey, Frank J. Ross, H. K. McCann, H. B. Humphrey, Orrin P. Kilbourn, and Arthur T. Robb.



Will Direct Milcor Sales

The Milcor Steel Company, Milwaukee, has appointed William B. Turner general manager of sales and production of its new fireproof building materials division. C. G. Wollaeger is assistant manager. Mr. Turner will also supervise the sale of both Richsto and Milcor metal trim.

Death of Irving Bromiley

Irving Bromiley, whose entire business career was devoted to outdoor advertising, died of apoplexy April 20 at New Rochelle, N. Y. He was president of Bromiley-Ross, Inc., New York, and was aged forty-nine.

His career in advertising, which began with his joining the O. J. Gude Company when he was a youngster of seventeen, is marked with the milestones of his idea creativeness. He created the United States Tire's historical bulletins of the open-book design, probably the largest outdoor advertising contract ever executed on a single idea.

For fourteen years he handled the outdoor advertising of The American Tobacco Company. The "Aged 6 Months" campaign for Clicquot Club ginger ale and the origination of the name "Dairylea" for the Dairymen's Co-operative League of New York, are credited to Mr. Bromiley's ingenuity.

He was executive vice-president of Outdoor Advertising, Inc., in charge of sales, when he resigned to be a co-founder in the formation of Bromiley-Ross, Inc., in March, 1932.



Rogers-Hattersley, New Business

Sherman Rogers, formerly with the Paris office of Erwin, Wasey & Company and, more recently, radio and publicity director for the Lawrence Fertig Company, and Robert C. Hattersley, formerly with *Liberty*, have formed The Rogers-Hattersley Company, with offices at 122 East 42nd Street, New York. The new business will specialize in radio production and publicity.

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CIRCULATION GOING UP
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completely sell Cincinnati.

CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York

Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Ave.
Chicago

How Germany Controls Advertising

By Aesop Glim*

This is a continuation of Aesop Glim's article in the April 19 issue of **PRINTERS' INK** on the new Governmental regulations of advertising by Germany. The previous instalment quoted from the introduction of the new law and explained particularly interesting points. The material below is a direct translation of a large part of the regulations.

ONLY advertisers who carry on advertising through advertisements in publications or by posters and who have not recently or ever done any commercial advertising require special approval. Special approval is also necessary for the undertaking of co-operative commercial advertising. Furthermore, permits for advertising agencies must always be considered individual.

Advertising by means of posters which is not effected at the place of business or at points which are uniquely adapted to it, as well as undertaking of commercial fairs and expositions by individual persons, have been generally forbidden by the Advertising Bureau. Thus a ban is placed on the so-called "wild" poster which cannot be supervised and which, being usually not removed, acts detrimentally. Furthermore, the activity of promoters who undertake "wild" fairs and expositions, without fitting themselves into any general plan, is suppressed.

The Advertising Bureau will take means to eradicate such undesirable conditions as have developed in the realm of commercial advertising.

The Bureau will especially emphasize truth in commercial advertising and will create confidence in the value of advertising media first of all by assuring the integrity of advertising rates and by eliminating deceit with regard to the cir-

culation of newspapers, journals and other publications.

It will take active measures against unreliability and untruth in commercial advertising.

Under the definition of an exposition as contained in this announcement there is not included the case in which an exhibition is undertaken by a single party for his own product (for instance, window displays) or the case when the exhibition serves commercial purposes directly or indirectly in only a complete minor measure.

Within the scope of the current legal restrictions and of the published principles of the Advertising Bureau everyone is free in the planning and execution of his advertising activity.

Advertising must be German in concept and expression. It must not injure the cultural sensibilities of the German people, especially their religious, patriotic and political feelings and wishes.

Advertising must be in good taste and attractive. Defacement of structures, places and scenery must be avoided.

Whoever carries on commercial advertising must deal as an honest business man. All claims must be true and clear and must avoid the possibility of misrepresentation.

Advertising must not imitate official symbols and formulas (for instance, marks of rank, bank notes, traffic signs or official notices). It must not attract in a strident manner or by exaggeration, but must

* George Laffin Miller, vice-president, Mark O'Dea & Company.

set forth the advantages of the product or service by factual evidence. Competitors must not be disparaged.

It is further improper to combine advertising with the economic and official functions of a State or local governmental position, and of public incorporated bodies.

Where Approval Is Required

Approval for commercial advertising is required by an advertiser in the following specific cases:

(a) For advertising in periodicals, unless the advertisements have been carried in a currently appearing periodical which has appeared regularly from the first of October, 1933, up to the effective date of this announcement, and which has carried advertising; for periodicals which regularly appear at longer intervals than a month the above permissive period begins on January 1, 1933.

(b) For advertising by posters in locations in which the advertiser has not carried on any advertising in the period between August 1, 1933, and the effective date of this announcement; owners of boardings, however, are exempt.

(c) For the undertaking of co-operative commercial advertising, but with the exception of regularly occurring weekly and annual markets as well as of fairs and expositions which opened prior to December 31, 1933.

Approval for commercial advertising is generally denied:

(a) For advertising by posters, unless it is accomplished at the place of business itself or at points uniquely fitted for it.

(b) For fairs and expositions undertaken by private individuals.

Personal Qualifications: Specific approval and permits for commercial advertising will be issued only to such persons as submit evidence of their professional competence and whose responsibility guarantees that they will observe the principles of the Advertising Bureau with regard to the form and execution of commercial advertising. Such evidence cannot be considered adequate in the case of persons

who have in the past flagrantly offended professional ethics or have incurred legal judgment because of dishonorable practices. Corporations and attorneys must see to it that the individuals who are responsible executives meet these personal qualifications.

Promoters of fairs and expositions will receive approval for commercial advertising only when they do not interfere in time or in location with the effectiveness of other fairs or expositions, when they are not counter to the best interests of the public, especially from the economic point of view, and when their execution and achievement are financially assured.

Effective January 1, 1934, all advertising column-widths are to be standardized. Either the small column or the large column may be chosen as standard (22 mm. or 46 mm.).

The measurements cited apply to set lines. Minor widenings, due to insertions, are permissible. Other column widths are not permissible for advertisements. But this standardization does not apply to the columns of editorial material, to the columns of small advertisements calculated in words (i.e., "classified ads"), nor to advertising columns resulting from the halving or quartering of the width of the type page.

Calculating Advertisements

With the exception of classified advertisements, advertisements must be calculated on and after January 1, 1934, only in millimeter-lines, in pages, and in page-fractions. Prices stated in pages or page-fractions must be in accord with prices calculated on the basis of millimeter-lines.

If advertisements are accepted only in pages or page-fractions, then the price for a fractional page must be proportionate to the gross price of a page.

Every printed publication which carries advertising must provide a printed advertisement price list. This list must be submitted in triplicate to the Advertising Bureau at least three days prior to the date

on which it becomes effective.

The price list must include:

1. The serial number of the price list and its effective date.

2. All business conditions (*i.e.*, commercial restrictions).

3. All basic prices.

3a. All differentials (*i.e.*, extras).

4. All discounts.

5. The width and number of the columns; in the case of page and fractional-page rates, the height and width of the page.

6. The height and width of the type page.

7. The number of millimeter-lines per page, unless prices are exclusively in pages and fractional pages.

8. The gross price of a page.

9. The closing date for advertisements.

10. A statement whether matrices may be used and up to which register of type-size may be used.

11. The price for supplying inserts per thousand, in case these are accepted.

Price lists for newspapers and periodicals must accord in size and arrangement with the uniform models set up by the Advertising Bureau and obtainable from the Association of German Newspaper Publishers in Berlin or from the Federal Union of German Periodical Publishers in Berlin.

Different rates may be set for advertisements in the advertising sections and those in the editorial sections.

Differentials above the basic prices may be asked only when they are incorporated in the advertising price list and only for

1. multi-color printing,

2. advertising contracts, the execution of which involves extraordinary technical difficulties,

3. the acceptance of advertising for special locations in the periodical, provided the buyer of the space has specifically and definitely approved the additional cost.

The granting of discounts from the basic prices must after January 1, 1934, be done in uniform manner by all periodicals. Discounts are permissible only for

1. repeated insertions and

2. quantity purchases.

Specific types of advertisements, for instance financial statements, may be excepted in the price list from the discount provisions.

For repeated insertions within the period of a year, only the following table of discounts may be set up:

At least	3 appearances	3%
	6	" 5%
	12	" 10%
	24	" 15%
	52	" 20%

The discount may be allowed only when the advertisements are of uniform (*i.e.*, the same) size and shape. However, advertisements which for special reasons are larger or of a different shape may be included in the number (which sets the discount rate) if failure to include them would work severe hardship. Alteration of the text matter is permitted.

Publishers may set up discounts for quantity purchases consumed within a period of one year according to one of the following four discount tables:

TABLE A—At least

500 millimeter-lines	... 3%
1,000 "	" ... 5%
2,000 "	" ... 10%
5,000 "	" ... 15%
8,000 "	" ... 20%

TABLE B—At least

1,000 millimeter-lines	... 3%
3,000 "	" ... 5%
5,000 "	" ... 10%
10,000 "	" ... 15%
20,000 "	" ... 20%

TABLE C—At least

1,000 millimeter-lines	... 3%
5,000 "	" ... 5%
10,000 "	" ... 10%
20,000 "	" ... 15%
40,000 "	" ... 20%

TABLE D—At least

½ page 3%
1 " 5%
3 pages 10%
6 " 15%
12 " 20%

Table D may be used only when accounts are kept exclusively in pages and page-fractions.

The agency will receive a commission from the publisher upon payment for the advertising for

ASK "BEECH-NUT"—



DURING their famous "Chandu" campaign, and the recent "Red Davis" programs, our fieldmen covered Beech-Nut Wholesalers, Independents and Chains in "The Corbett Area." We preceded the sales calls of the Beech-Nut men, sold the trade on the radio campaigns, did a complete dealer tie-up job on Beech-Nut gum, candies, coffee, etc.

Ask Ralph Foote, Advertising Director of Beech-Nut, what he thinks of the sales value of this merchandising work.

In the past two years, Corbett has merchandised 61 branded products, 23 Drugs, 20 Foods, 18 Confections, Automotive and Household products.

THE CORBETT AREA is one of the most important markets of the United States. Corbett knows this market and covers it thoroughly with a complete field merchandising service. . . . 14 permanent field men personally call on Wholesalers, Chains and Independents. Sales managers receive, each day, complete reports of every call made. . . . 16 permanent house-to-house women average 3,000 home calls weekly. These women do every type of consumer promotion work, including sampling. Their calls are personally reported to retailers in the neighborhood being worked. . . . The Corbett organization also functions as consultant in the development and marketing of new products and the creation of new distributing outlets for already established products.

Ask us for the cost of a test campaign!

J. RALPH CORBETT, INC.

Established 1918

A Merchandising Organization

(not an advertising agency, nor a research company)

CAREW TOWER, CINCINNATI, OHIO — GRAYBAR BLDG., NEW YORK, N. Y.

every order endorsed by the agency and accepted by the publisher.

The commission, which may be set at different figures for different types of advertising, must be determined by the publisher and applied uniformly to all agencies. It must be not less than 10 per cent and not more than 20 per cent of the basic prices minus discounts. Lower rates than these require the written approval of the Advertising Bureau. Other rebates to agencies are not permitted.

The publisher is required to maintain a circulation book for every current issue for which advertising is accepted. In this is to be entered for each number and not later than one day after its delivery, the following:

1. The size of the edition printed.
2. The number of fully paid copies delivered.
3. The number of copies delivered to other recipients.

These figures, together with the number of the issue and its date, as printed on the issue, are to be entered and signed by the publisher or his representative.

Unless otherwise specified advertising orders are to be executed within a year from the date of agreement.

The discounts provided in the advertising rate lists are to apply only to the advertisements appearing within one year's publication. The period is to begin with the appearance of the first advertisement, unless a different beginning was specified in the contract or agreement.

The advertiser is retroactively entitled to the discount applicable to his actual purchase of adver-

tisements, even though the amount purchased was not specified in advance.

For the calculation of total purchase, millimeter-lines of text will be recalculated in millimeter lines of advertising.

No guarantee will be given for the placing of an advertisement in specific issues, specific editions or specific space within an issue, unless the purchaser has made the validity of the order specifically dependent upon such special placement.

Orders for advertising or for inserts may be refused only on the basis of uniform principles concerning the content, the origin or the technical form. Refusal must be communicated to the applicant immediately.

If the customer does not pay in advance, then the invoice and evidence (*i.e.*, presumably a copy of the printed advertisement) will be rendered not later than the fifth day of the month following the appearance of the advertisement. The invoice is to be paid not later than three weeks after its receipt unless a shorter period has been agreed upon. For advance payments the customer may be allowed a special discount of 2 per cent, and for payments within a week of receipt of invoice a special discount of 1 per cent. Higher discounts cannot be permitted for early payment.

On failure or delay in payment interest at a rate of 1 per cent above the Reichsbank discount rate may be charged, as well as collection charges; the publisher may postpone execution of the order until payment is made.

New Campaign for Northwestern Life

Magazines and farm papers will be used in a campaign which the Northwestern Mutual Life Insurance Company, Milwaukee, will start about May 1. The campaign will be handled by The Buchen Company, Chicago agency.

Gotham Appointed

The Garcia Sugars Corporation, New York, distributor of Bolero Cuban rum, has appointed the Gotham Advertising Company, agency of that city, to handle its advertising.

Advertising Affiliation Program Completed

Member clubs of the Advertising Affiliation are expected to be represented by more than 500 delegates at the annual convention to be held at the Royal York Hotel, Toronto, May 18 and 19. Speakers will include E. L. La Rose, Bausch & Lomb Optical Co., "Budgeting of Sales and Advertising"; Homer J. Buckley, who will discuss recent developments in direct mail; P. D. Saylor, president of Canada Dry Ginger Ale, Inc., and H. Napier Moore, of the Maclean Publications.

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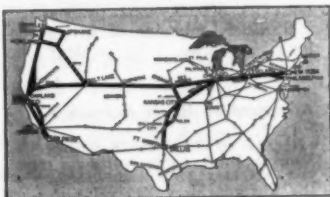
WORLD'S FASTEST multimotored **Passenger-Express Service**

UNITED Air Lines Air Express takes hours, days off shipping time, makes them available at copy desks, drawing boards, composing rooms.

Costs have dropped two-thirds in three years—speeds have increased 50 miles an hour! This means delivery overnight from 2,000 miles away—and loss of only half a business day between coasts. This established, dependable service links 85 principal cities direct by air—reaches 23,000 other Railway Express Agency points through fast, coordinated rail schedules.

Pick-up and delivery service without extra charge in principal cities. Rates include liability up to \$50.00 on shipments of 100 lbs. or less. Single bill of lading covers both air and air-rail shipments. Packages may be sent C.O.D., collect or prepaid.

To put the world's fastest shipping service on the job, call your own Railway Express Agent or the nearest United Air Lines office. Ask for free booklet, "How to Send Packages by Air Express."



Typical speeds and rates for packages flown on United Air Lines multimotored passenger-express planes: Los Angeles-New York . . . 20¼ hrs., costs \$5.50 (for 5 lbs.); San Francisco-Chicago . . . 13½ hrs., \$4.74; Chicago-New York or Philadelphia . . . 5 hrs., \$2.14; Cleveland-Los Angeles . . . 19½ hrs., \$5.38.

AIR EXPRESS
Flown on
UNITED AIR LINES

500,000-Watt Crosley

TWELVE years ago Powell Crosley, Jr., went shopping with his young son to buy a radio receiving set. The lowest priced tag was marked \$130. This, he thought, was too much. So he told his son he would build a home-made set.

This was Mr. Crosley's initiation in radio. It made him believe in the future of the industry; it turned his energies to the manufacture of moderate priced receiving sets; it led to the formation of the Crosley Radio Corporation and the achievement of a high point in his career with the dedicatory exercises which next week mark the opening of WLW's 500,000-watt transmitter.

Mr. Crosley's first transmitter was located in his home. It had the call letters CR. Later it was transferred to the Crosley plant and in March, 1922, he received the first license under the call letters WLW. The station's power was increased to 500 watts; in 1924 to 5,000 watts; in 1928 to 50,000 watts. And now WLW steps out with its 500,000-watt transmitter.

Radio is only one of Mr. Crosley's activities. In college he

majoring in engineering and law. At twenty-three he organized a company to make automobiles. Lacking capital, he began making automobile accessories.

Here he proved his ability as a merchandiser. In a short time he had developed, through mail-order advertising, a business of a million dollars annually.

In interviews and under his own authorship, his opinions and methods on various phases of advertising and sales policy have frequently been described in **PRINTERS' INK**.

These articles cite the history of the successful development of his radio business and his more recent entry into electric refrigeration. He set out three years ago to make a moderately priced refrigerator for the home. Today his factory is working day and night to fill orders.

Mr. Crosley has his private airport, travels by plane almost exclusively and last spring made his debut as a baseball magnate by acquiring controlling interest of the Cincinnati National League Ball Club and becoming president of the Reds.

Advanced by Bauer & Black

C. F. Burhard, for fifteen years an executive in the New York office of Bauer & Black, surgical dressing manufacturers, has been made manager of the Thermat Heat Pad sales division at Chicago. Edward H. Brown, for five years a member of the market research department, goes to New York to succeed Mr. Burhard as office manager.

Joins McCandlish

J. J. Rushin has joined the McCandlish Lithograph Corporation, Philadelphia, which he will represent in Southeastern territory with headquarters at Atlanta. W. B. Wilson, who formerly covered Southeastern territory, is now in charge of the New York office.

Trade Group Appoints Ede

Kenneth L. Ede, for six years account executive with the Powers-House Company, Cleveland agency, and more recently sales promotion and advertising manager of Station WGAR, has been named publicity director of the Cleveland Electrical League.

Change in Postage to Argentina

Argentina has withdrawn from the Postal Union of the Americas and Spain, according to an announcement by the International Postal Service. Consequently international postage rates and conditions, similar to those applicable to such countries as Great Britain and France, will apply to all articles of mail matter, including parcel post, accepted for dispatch to Argentina.

With Free & Sleining

Hugh M. Feeley, for ten years with the Capper Publications' sales staff and for two years representing Station WIBW, Topeka, has been appointed an account executive in the Chicago office of Free & Sleining, Inc., radio station representative.

Conover a Vice-President

George Conover, manager of the Cleveland office of the Contractors and Engineers Monthly Publishing Company, has been made a vice-president of that company. His headquarters will continue at Cleveland.

HORMEL ONION SOUP

Captures



**the New York Market through
Herald Tribune GRAVURE**

"In a little more than four months . . . the volume of sales in this area exceeded our expectations . . . A recent canvass indicates that 62% of the families in the better residential districts know of Hormel Onion Soup . . . This very clearly indicates the widespread influence of your newspaper . . . the Herald Tribune is a most effective result-producing medium."

Match up those statements by Hormel with the Herald Tribune's leadership among all five New York morning newspapers in chain grocery advertising for 1933. Remember that the Herald Tribune attracts women readers who are particularly eager for live, practical food and home-making news. The Herald Tribune has the pioneer newspaper home institute in America, established in 1916. It is now staffed by the strongest and largest group of authorities serving any newspaper audience. Women readers sent the New York Herald Tribune 230,237 specific inquiries or suggestions during 1933.

Such evidence points to a newspaper audience that is alert, intelligent, economical to reach; responsive; and powerful (only five cities in the United States have as many families as the Herald Tribune serves).

NEW YORK
Herald Tribune

NEW YORK: Main Office, 230 West 41st St. • DETROIT: John B. Woodward, Inc., New Center Bldg. • CHICAGO: John B. Woodward, Inc., 400 N. Michigan Ave. • BOSTON: Carroll Judson Swan, 926 Park Square Bldg. • SAN FRANCISCO: John B. Woodward, Inc., Russ Bldg. • PARIS EDITION: The New York Herald, 21 Rue de Berri.

Advertising Success Story: Dr. Lyon's

(Continued from page 12)

ples at times in between our monthly samples.

Our objective is to get advertisements that will be so sound in appeal that they will be good for years of service. We don't want to put our money into promoting a theme that is clever advertisingly but which at some later date will have to be dropped because it was built on appeals that were unsound, exaggerated or fear creating. We have seen such changes all about us with "clever" themes being dropped and others substituted, whereas a straightforward message would be best.

The copy we are now using has proved itself by test and with minor changes in headlines or illustrations, we believe, is ready for a long period of service. Creating

copy with us is like re-designing our package. Our new design will be used for years. Why not copy also?

Our testing is usually conducted in about a half dozen cities with lapses of thirty days between the publication of each advertisement under test. Each advertisement appears in the same paper on the same day and in the same position. A sample is always offered, coupons being sent to us.

Our inquiry costs in our 1933 test campaign were less than a nickel each. Six times a year we make a sample offer over the radio. Our last offer was in January and brought us 310,000 requests.

Our messages are, as far as possible, the same for all mediums. A major factor in the success of our advertising, I believe, is our insis-

sorry . . . BUT WE CAN'T REMEMBER

There seems to have developed an era of competitive newspaper claims. No wonder space buyers and sales and advertising managers make queer noises in unguarded moments. And all because the Dusty Gulch Garble claims national supremacy in button-shoe lineage . . . or the Recordville Blah Blah leads the country in lineage carried on spinach flavored buttermilk . . . or the Gippy Goop Giddle claims that for ten years it has led the local papers in something or other. After reading this all day long the s. b. or a. m. goes home and fiendishly devours the canary.

On September 1, 1883, The NEWARK EVENING NEWS made its debut. It was a very modest debut, too. Sometime later it was discovered the NEWS published more advertising than the other local paper. About the same time a lot of other papers got the same idea . . . or maybe they got it before the NEWS. Anyway, the epidemic began. And still is. But the point is, no one seems to know just exactly when The NEWARK EVENING NEWS didn't publish more advertising than any other local paper. Strange, huh?

Newark Evening News America's Leading Week-day Newspaper . . .

215-221 Market Street, Newark, New Jersey. EUGENE W. FARRELL, *Business and Advertising Manager*. O'MARA & ORMSBEE, INC. *General Representatives*. New York, Chicago, Detroit, San Francisco, Los Angeles.

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tence on common-sense headlines. People who have been to dentists know that they use powder in teeth cleaning. If people read a factual headline to this effect, and also what I call the sub-head—a concise listing of the product's advantages—they have our story without reading further. They don't have to read down to the body of the text to get our story.

Our first advertising appeared in car cards and there we had room to say only a few words. We have taken a leaf from our experience in this medium and carried it over into other forms of advertising. Of course large space gives an opportunity to say more and that we do for those who are interested in getting a longer story but it is primarily designed for a reader who just takes a glance.

It is now seven years since we took over the Lyon's business and during that time we have stuck to this policy of plain facts, simply stated. The product has gone a long way from that point in 1927 when its future looked so dubious.

Five months ago we built a new factory and optimistically, but practically, built it with capacity for expansion. The rapid increase in sales, however, already has made it necessary to change this new factory to take care of demand.

♦ ♦ ♦

New Addresses

Fletcher & Ellis, Inc., New York office, 500 Fifth Avenue; Chicago office, the Board of Trade Building.

The Paris office of *The Christian Science Monitor* has been moved to 56 Faubourg St. Honoré.

George H. Field, Inc., RKO Building, New York.

Entertainment, 1819 Broadway, New York.

Badger and Browning and Hersey, Inc., New York, will move about May 1, to the RCA Building, that city.

O'Mara & Ormsbee, Inc., publishers' representative, New York, 270 Madison Avenue.

Phoenix Metal Cap Company has opened an office in the Keyser Building, Baltimore, with J. L. Zeman as representative.

The Graduate Group, New York, 30 Rockefeller Plaza, that city.

• • •

Leaves Western Cartridge

E. G. Weber, for the last nine years advertising manager of the Western Cartridge Company, East Alton, Ill., has resigned.

GOOD COPY

can withstand
judicial cross-
examination
because it is
based upon
sound evidence
—not reckless
allegation.

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

Who? What? Why? Where?

For several years Mr. Lang was G-E's comptroller of the budget at Schenectady. He took over the management of advertising, confident that he would soon have definite convictions on what to do about advertising. But, as he admitted to a recent gathering sponsored by the Milwaukee Association of Industrial Advertisers, he finds himself getting more humble by the minute. Of one thing he is certain, advertising men must quit toying with a hundred and one diverting notions and devote themselves strictly to the manufacture of customers at a profit. How advertising functions toward this end for an important division of the G-E organization is outlined in the following.

By C. H. Lang

Manager, Publicity Department, General Electric Company

BEFORE a salesman can get an order, these four tiny but huge questions in the mind of the prospective customer must be answered:

Who?
What?
Why?
Where?

This job, advertising can help salesmen do more effectively and economically than anything else—and in doing it, best fulfils its basic function—aiding the advertiser to earn a fair return on invested capital.

What are the elements from which we brew this potent compound—Advertising? If you'll permit me to take some liberties with the alphabet and not challenge my chemical knowledge, I'll try to construct a formula. Let's start with the "Who?" query.

"S" is the symbol for our Sunday night and other radio programs, an element that says Who? simultaneously to several million people. Some won't like the programs, but a lot will. We believe this and other programs reiterate in a friendly way *who* we are.

"E" stands for Educational, or Institutional magazine advertising. This is the message designed to help make the public electrically minded, and preferably General Electrically minded. We began in

1923 to tell through general magazine space what electricity and General Electric are helping to accomplish for industry and the home. This is clearly *who* advertising.

"C" symbolizes calendars and diaries, good-will builders that look down from the wall of a customer's office 365 days in the year or pop in and out of a customer's pocket a hundred times, telling in their quiet way more about *who* we are.

"N" stands for News Bureau, a fast working outfit with an ear to the ground and a nose for news.

"E" is a symbol for Exhibits, an element ranging in magnitude from a World's Fair display down to a comfortable chair at an industry convention. This effective element usually does considerably more than a "who" job.

"L" stands for Lecture Service, an element that provides a G-E representative to talk on "The Romance of Power" before the United Business Clubs of Denver; that sends a speaker to address the National Association of Patent Attorneys on Research; that sponsors the now famous "House of Magic" lectures for audiences which have long since aggregated a million people; that provides manuscripts, lantern and film slides for G-E speakers or for schools and colleges on request—all largely

On April 16, 1934

THE ENTIRE STAFF OF

ALDUS PRINTERS

JOINED THE

HOUSE OF RUDGE

Thus, after progressing side by side for many years, these two groups now form one unified organization to assist its clients with a complete printing and creative service.



THE PRINTING HOUSE OF
WILLIAM EDWIN RUDGE

INC.

475 FIFTH AVENUE • NEW YORK

Telephone: Lexington 2-8220

NEW LOW RATES ON STEREOS, ELECTROS AND PLATES

Effective immediately Railway Express announces a reduction in shipping costs of stereos, electrotypes and advertising and illustrating plates from 35c minimum to 25c minimum!

Now, more than ever, it is wise as well as economical to use Railway Express service for the shipping of mats, cuts and advertising matter.

Many advertising agencies, publishers, engravers and electrotypers are specifying Railway Express because this nation-wide service means RUSH all the way from pick-up to delivery. Railway Express delivery service knows no closing hours and promises delivery nights and Sundays included.

ELECTROTYPES, STEREOS, ENGRAVINGS, ETC.

Pound rates—Minimum 25c

MATS

Pound rates—Minimum 25c

ADVERTISING MATTER

Printed, Engraved, Etc., 1c each 2
oss. or fraction—Minimum 15c
Value Limit \$10.00

We give a receipt on pick-up and take a receipt from the consignee showing date and hour of delivery. This service is maintained in all principal cities and towns. For information or service merely telephone the nearest Railway Express Office.

The best there is in transportation

SERVING THE NATION FOR 95 YEARS

RAILWAY EXPRESS

AGENCY, Inc.

NATION-WIDE SERVICE

to answer the question of "who?"

"I" is the symbol for information in catalogs, handbooks, and renewal parts bulletins. This element sends forth every year a variety of product catalogs, telling in great detail *what* we make. Closely akin are the handbooks for salesmen and selected customers. For the general salesman covering a wide territory, this "five-foot" shelf of handbooks provides physical as well as mental exercise.

Ten thousand parts bulletins covering nearly 1,000,000 catalog numbers render the user of the product an invaluable service. These somewhat prosaic but vital information-giving publications leave little to the imagination in answering the "what" query.

"D" stands for descriptive sheets and bulletins, an element with individuality in that they tell the prospect quite completely about one specific product or line of products. Unhampered by the competition of hundreds of associated products, they get right down to business. And, not content to tell what they have to sell, they suggest with quiet dignity and forcefulness, the reasons *why* the product should be purchased. A mighty important element, these, appreciated unanimously by salesmen, who tell us they are among their most valuable allies.

"A" means agricultural advertising and broadcasting, an element of somewhat minor importance today, but cultivating and preparing for a growing and important market tomorrow—telling what electricity is doing and will do for the farmer.

Some "Why" and "Where" Elements

There remain the "*why* and *where*" elements. Let's take a few of them to our formula.

"A" stands for apparatus space advertising, meaning, in this instance, magazine advertising. Although primarily answering the question "*why*," it also tells "*what*" we have to sell every week, every month—a never-ending regiment of silent assistant salesmen that travel in a hundred or more carefully

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selected trade journals right to the prospects' desks, telling them *what* General Electric has to offer for the better operation of their plants and *why* they should buy it. Hundreds of these same messages are held in reserve in the form of re-prints, and used directly by the salesman to emphasize his story.

"S" stands for sales movies—a why-telling element that is coming into its own; that attracts because of its novelty; that pleases because of its entertainment features; that is doubly effective because it talks like a salesman and shows the products it is talking about. Verily, "S" is destined to become one of the most powerful allies of the salesman in driving home the message of "why" to buy.

Glancing back we become aware that the three groups of elements, who—what and why, have also automatically told the prospect *where* to buy.

Another "E" symbolizing electric signs, displayed on our factories and warehouses, in the windows

of motor dealers, and on the business places of distributors, tells where everything electrical can be bought.

Here's another "S" which stands for sales promotion service—some-what unique because it makes every individual salesman a close partner in its endeavor to do a thorough advertising job via direct mail. Each office determines just what products or ideas it wishes to emphasize.

Each salesman signs the specially prepared letters to his customers and prospects, and does a personal job in selecting or discarding. Thus, he has a continuity of action between calls, and its cumulative effect is becoming one of our most productive advertising tools. Every day new possibilities for greater usefulness of this element are disclosed.

And last of all is a very potent element, "R," the symbol for market research. We've been classifying publicity elements under four broad queries in the mind of every

Package folder labeled to your Container

—the OUTSERT idea



Utilize the RE-SALE side of your container—
—at NO distribution cost

OUTSERTS are - Interiorly sealed folders - labeled to your container - by standard labeling methods and machines - they remain confined - are readily opened by the consumer. No cartons necessary. T. M. Reg. Patented - inquiries welcome - prices quoted.

OUTSERTS . INC . 461 EIGHTH AVE., NEW YORK CITY

OUTSERTS *The Voice of your Pkg.*

Some figures!

Advertising is a big industry. Even in 1933, though complete statistics are not yet available, it was a big industry.

The A.N.P.A. figures in money investment in newspapers by leading advertisers soon will be available. In the meantime there's the P.I. list of 596 products supported by 100,000 lines or more in 83 cities. This alone representing the astounding total of 252,431,011 lines.

And, just completed, the study showing a total of 2,622 products advertised in national magazines—totaling a \$91,480,501 investment. 235 advertisers using chain broadcasting time totaling \$31,516,298.

Add unavailable figures on outdoor, circular mail, car, point-of-sale, spot broadcasting, and other forms. It is easy to see advertising—just national advertising—as well over a quarter billion dollar industry. Something to be taken seriously by those spending the money and by those receiving it.

Right there is explained the outstanding growth and success of the PRINTERS' INK

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Publications: They take this industry and its development seriously. Thus they attract the *Merchandisingly Alert*—the audience of merchandising-minded business men spending money for advertising, who constitute the bulk of the PRINTERS' INK circulation.

These *Merchandisingly Alert* are the solid back-bone of the industry. They represent over 231 million lines of the total newspaper advertising mentioned above—91.72% (including only the PRINTERS' INK readers among the advertisers—omitting all agency circulation).

They spent \$76,870,432, or 84% of the total magazine advertising shown above. Of all these magazine advertisers spending \$50,000 or more in all industries, PRINTERS' INK WEEKLY misses only 56. And these 56 represent only 10.34% of the dollar volume.

Think of any advertising medium in such a vast market that only misses a fraction over 10% of the buying power! And all on a net paid A.B.C., circulation basis with the cleanest circulation methods you ever saw.

customer or prospect. We know he must have answers to these questions before he buys.

How should we provide the answers most conveniently for him; most effectively and economically for ourselves? To know, we must

gather a vast amount of who, what, why and where data on markets and customers. Perhaps therefore this "R" element—Market Research, should be thought of as the crucible in which this advertising-publicity compound is mixed.

* * *

Glad to Do It, Mr. Stout

THE PERFECT CIRCLE CO.

HAGERSTOWN, IND.

Editor of PRINTERS' INK:

I have just had the pleasure of reading your editorial, "Coals from Newcastle," which appeared in the April 12 issue of PRINTERS' INK.

Since I have been a resident of Newcastle, Ind., for my 31 years of existence, this article has more than usual interest for me.

The only part which I regret is that The Perfect Circle Company was not mentioned in the list of progressive companies located in Newcastle.

It so happens that this company has a foundry in Newcastle which at the present time is employing some 375 people and working at top capacity.

To give you some idea of what this company has been doing during the first three months of this

year, I refer you to the attached copy of a Perfect Circle "News Bulletin," which has been released to all newspapers, also a copy of the "Perfect Circle Regulator," which carries the same story and is mailed to about 110,000 automotive outlets in the United States.

If you have occasion to refer to Newcastle again, either editorially or in some kind of a news story in PRINTERS' INK or PRINTERS' INK MONTHLY, I would appreciate if you would mention our company name, inasmuch as we are one of the two largest manufacturers of piston rings.

I firmly believe that editorials such as yours entitled "Coals from Newcastle" will go a long way toward building up optimism for future business expansion.

GEORGE W. STOUT,
Advertising Manager.

* * *

Seed Heads New Business

Allen H. Seed, Jr., formerly vice-president of S. S. Koppe & Company, publishers' representatives, is now president of Modern Features Inc., publicity, with offices at 330 West 42nd Street, New York. Edmund Leamy is vice-president. Lawrence Stanton is associated as an executive.

* * *

Leaves "Deseret News"

James M. Kirkham, business manager of the Salt Lake City *Deseret News* since 1924, has resigned to become president of the East Central States Mission of the Latter-day Saints, or Mormon Church.

* * *

Gets Wine Account

Spitzer Brothers, Inc., New York, Old Dutch wines, has placed its advertising account with the Peck Advertising Agency, New York.

"La Patrie" Names Stephenson

Harold E. Stephenson has been appointed Ontario representative for *La Patrie*, Montreal, and will open an office in the Canada Permanent Building, Toronto. He was at one time with the Bureau of Advertising of the American Newspaper Publishers Association, New York.

* * *

Appointed by Owens-Illinois

R. B. Wilhelm has been appointed assistant sales manager of the milk bottle division of the Owens-Illinois Glass Company, Toledo. Since 1930 he has served as assistant to E. F. Glacken, sales manager of the milk bottle division.

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Elected Butterick Director

Harold Palmer has been elected a director of the Butterick Company, New York.

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TO AGENCY MEN

a friendly word from

SCHENLEY

NEXT TIME YOU LOOK FOR "100-PROOFS"

May we suggest to you that the next time you are looking for "100-proofs" you consider the highly-thought-of products sponsored by The House of Schenley?

STRONG "REASON WHY"



Added to the obvious human interest of Schenley whiskey blends, they are blessed with a powerful *reason why*: They are blends of Straight Whiskies—blends that are ALL whiskey!

STOP THAT FRANTIC DASH



A complete supply of Schenley's delicious products is so much better form than embarrassing emptiness—or a frantic last-minute dash to the store around the corner.

MAKE SCHENLEY'S HEADLINERS YOURS!

Whiskies and Gin: GOLDEN WEDDING
... JAMES E. PEPPER... OLD STAGG...
O.F.C. ... GIBSON'S... OLD QUAKER...
SILVER WEDDING GIN... and many others.

Importations: NOILLY PRAT VERMOUTH
... BACARDI... DUBONNET... DIAMOND
JUBILEE PORT and SHERRY... B & G BOR-
DEAUX, SAUTERNES and BURGUNDIES
... MORLANT and CHARLES HEIDSIECK
CHAMPAGNES... BARDINET LIQUEURS.

THE HOUSE
OF

Schenley



Copyright, 1934,
Schenley Distillers Corporation

This advertisement is not intended to offer alcoholic beverages for sale or delivery in any State or community wherein the advertising, sale or use thereof is unlawful.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rorer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks, Arthur H. Little
Eldridge Peterson, S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, APRIL 26, 1934

If Congress Permits

Anybody who does not yet believe that the sun is at last shining on the right side of the economic fence should have attended this week in New York the annual convention of the American Newspaper Publishers Association whose sessions are closing just as this issue of PRINTERS' INK goes to press.

A year ago these publishers were about the bluest people you could find in a day's journey. They were courageous and warlike in full keeping with the fine traditions of the American newspaper business. But the future bristled with question marks.

There was the New Deal just getting under way. Would it, with its brain trust flavor, make things better or worse? There was the NRA with its codes and other extra-curricular activities. Would

these influences send business to the scrap heap for good or artificially stimulate it long enough so that it could get going once more under its own power?

The publishers, like everybody else, were worried. Their worry was intensified by the fact that they knew the inside of certain conditions about which most people could only guess.

But look at them this year!

Sunny Jim himself could not have been more smilingly optimistic—and outspokenly so—than were these publishers of newspapers.

They were practically united in saying that things economic were definitely and positively on the upgrade. They based their assertions on their intimate inside knowledge of developments and upon their close association with people in towns large and small in every State. And their convictions were re-inforced by tangible evidence in the form of greatly increased advertising linage.

Their feeling, therefore, is not in any sense the result of a sugary Pollyannaism of which there has been so much—too much. They are not members of the "Keep Smiling" Club. Neither are they little light bearers lovingly carrying the candle of hope as an inspiration to those faint of heart.

They are business men who know what they are talking about and who are not afraid to talk. The fact that their personal influence and that of their newspapers has contributed so largely to the apparently happy outcome of the year of experimentation and tinkering with the economic machine probably does not lessen their solid satisfaction. At least it shouldn't.

It would seem, then, that we are on our way.

There is just one influence that can send the country reeling back on its heels once more.

This is Congress.

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established that President Roosevelt has had his fill of theoretic revolutionists. He has tried radical things and revolutionary things and there seems nothing much left along that line to offer.

From now on, according to PRINTERS' INK's information, he wants to consolidate the gains that have been made and, since repeated shots in the arm have helped business get onto its feet, to give business a chance to get somewhere.

But elections are coming on. The present Congress seems to be cursed with more than the average number of demagogues. In an effort to save their hides next November they are likely to go to almost any kind of spectacular excesses.

The big threat under these circumstances is inflation. If President Roosevelt is successful in his efforts to send home these lawmakers, made crazy through fear of losing their jobs—send them home before the noisy demonstrations of Father Coughlin and others of his type cause them to force printing press money onto the country—all will be well.

In other words, business recovery from now on will be steady if Congress permits.

And here is another big job for the newspapers. They know Congressmen if anybody does. We shall not insult their intelligence by attempting to furnish a diagram or tell them what they should say.

Henry Ewald

There being so many remarkably able advertising agents in the country without whose influence and help the business would be poor indeed, it is a bit unusual for PRINTERS' INK to single out any particular one for editorial mention.

But it was even more unusual for five hundred business men to meet as they did in the Statler Hotel in Detroit last Thursday night and do honor to Henry

Ewald. The big dinner they had there was to celebrate his birthday (we shall not say which one, although he has not had as many as most people would think) and his completion of thirty years of service in advertising. Most of this time he has been in the agency business and has given as well as received.

There were a number of hard-boiled and cynical personalities among the publishers, agents and advertisers who attended the celebration and it was not a little inspiring to hear some of them say that the testimonial was the most remarkable they had ever heard about.

The celebrants were not alone from the Detroit Adcraft Club, which sponsored the event. They came from New York, Chicago, Cleveland and other points as far West as Topeka—Marco Morrow representing that town.

Being what they are and having no obligation to speak out of mere politeness, they must have meant what they said.

Our congratulations, therefore, to Mr. Ewald, unconventional as it may be to express them. May his second thirty years in advertising be as useful to his pet city, Detroit, and to business in general as the first thirty have been. If in the process he succeeds in gathering in a few more dollars for himself, there is nothing we can do about it and nothing we want to do.

**Snowstorms
and
Superlatives**

Professor R. A. Mordoff, of the New York State College of Agriculture, has been pointing out to his colleagues that this spring there's very little talk about winters growing warmer.

In fact, the professor goes so far as to say that to belittle current meteorological rigors is to commit something like slander; for, taking them as they come, present-day

winters can howl just as loudly and coldly and pile snow just as high as did the old-time winters about which the oldsters brag so much.

The difficulty in this phase of the weather situation lies, it seems, not in the weather, itself, but rather in the faulty recollections of those who lie so loftily about it.

"Most people," the professor has been explaining, "place too much trust in their memories, which often are quite untrustworthy. They are likely to exaggerate past events and remember a few exceptional ones."

"A heavy snowstorm is important to a youngster, and a snowstorm that is just as heavy falls to make the same impression a few years later."

Although he has been confining himself strictly to the weather, with never a thought, of course, that we'd pick up his remarks as a text for preaching, it seems to us that Professor Mordoff has been talking a moral for advertisers.

In effect, he has demonstrated that absence from the source of facts often inspires exaggeration. We wonder if this phenomenon might not explain over-blown copy, and if advertising might not regain a better level of sanity if its creators would take a day off, say every two or three years, to drop over to the factory to see just how superb and gorgeous and elegant and superlative is the product that advertising so rhapsodically describes.

Irony and Steel Piers

"Convinced," says a publicity release, "that no group is better qualified to secure favorable publicity for a community than its active, working newspaper men, Mayor Harry Bacharach, of Atlantic City, has made a new departure by turning the job over to six resort scribes."

Ignoring the glaring redundancy of the adjectives *active* and *working* when they apply to men on the editorial side of a newspaper, suppose we examine this step of statesmanship for traces—if traces is a broad enough word—of irony.

To call Atlantic City a community is to employ a pardonable touch of euphemism. Primarily, Atlantic City is a business enterprise. The purpose of any publicity that Mayor Bacharach's sextette of "scribes" will be able to insinuate into the news columns of the country will be to draw patronage to Atlantic City's cash registers. That, in English, is the intent.

Presumably, Mayor Bacharach's captive correspondents are experienced news-gatherers. On the trails of good stories, they have leg-worked their city and its environs until their arches have ached—and they've still gone on. Profanely, they have growled among themselves about what each of them is sure is the world's damndest profession—and each of them, whenever occasion has demanded, has fought and bled and nearly died and got the facts, all the facts, and made a deadline.

Each of them has gone out on an interview or on a big-shot story, determined to get his man; and each has been met by a secretary—handing out hand-outs.

And each of them has grown to hate a hand-out as deeply as he hates a lie.

Yet Mayor Bacharach, seeking "favorable publicity" to further his city's business, asks such men as these to write hand-outs, themselves.

Of course, they'll come through. A reporter is as good as his heart.

But meanwhile we wonder why Atlantic City doesn't know that the best and surest way of implanting "favorable publicity" is to stake out the space you want, and pay for it.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

Yes, we are growing.

Slowly—as the increasing ability and experience of our staff make it possible to spread work and responsibility.

But never spreading so thinly as to risk our original policy of "Not how much, but how well."

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

THE latest catalog of the H. C. White Company, North Bennington, Vt., which makes Ezyrest All-Purpose furniture, is more than a catalog—it is also a sales manual; for under each of the illustrated items is a brief summary of the sales talk that retail clerks can use to make a sale. Profusely illustrated and using lots of color work, the catalog is too costly to distribute freely without some assurance that it will be used or read.

Therefore this company is using an idea which will assure a maximum of use for the copies that it does send out. These copies are sent to buyers of department stores and other outlets. Pasted along the margin of the front cover is a strip, the top of which carries the following message:

TO THE BUYER:

This catalog is more than a mere list of merchandise. It contains definite selling helps, planned by experienced department store executives, to help your sales force sell more furniture. See that everyone has an opportunity to read and study the suggestions for selling that appear on nearly every page.

The lower half of the strip says "Sign when read" and carries dotted lines where the salespeople in the store can sign their names after they have gone through the catalog.

Not only does this strip help to get the catalog into the hands

of the salespeople but this memo headed "To the Buyer" is unusual enough to stand out amid the wealth of material that passes a buyer's desk and thus gets a more



The strip headed "To the Buyer" is pasted along the margin

careful reading by him than it might otherwise succeed in procuring.

...

For years, the Schoolmaster has had a secret vice, which he now bares to members of the Class. Every so often, he would wend his way to Macy's and pursue a still hunt, the object of which was to locate a standard brand item which the store had failed to mark down at least 6 per cent from the list price. Somehow, he had felt that when he made the grand discovery, the heavens would rip open and

Apr. 26,

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But now that NRA, with the amendment to the book code, has enabled your mentor to satisfy this long-suppressed longing, he finds that the world seems to run along placidly in its accustomed groove. As students probably know, the book code prohibits booksellers from cutting one cent off the list price of a book for the first six months of its life. Macy is no exception. Walk into that store's huge book department today and it will be no trouble at all to discover books that are marked at \$2.50 and \$3.00 and similar sacrilegious figures.

That is amazing enough. The famous red star seems to be just a trifle redder—perhaps it is blushing with mortification. But more amazing—to Macy's probably as well as to the Schoolmaster—is the fact that no holocaust has ensued. Macy's is still selling books—bushels of 'em. One of the efficient young ladies who walks around the book aisles with a badge reading "Book Information" informed the Schoolmaster that sales of the new books, which must carry the publisher's list price, had fallen off, but not considerably. Certainly they had not dropped in proportion to the additional mark-up that Uncle Sam was now compelling Macy's to make.

And then she dropped a most interesting bit of information, namely, that a great many people appeared to be totally unaware that there had been any change in policy. These people did not seem to know that Macy's had been selling books at a large discount. Consequently, they paid the standard prices without a murmur. Only the "book-wise" buyers, who constitute a small percentage of the department's customers were keenly cognizant of the change.

Unless the Schoolmaster misses his guess, another tradition is in process of being smashed. It appears as though Macy is soon to discover that books can be sold even though the pruning knife is not applied to the publisher's list price.

• • •
An unusual experiment in pub-

① One Senator
got 18,000
letters on Small
business and the
NRA. What
was the nature
of the complaints?

See page 31
May -
NATION'S
BUSINESS

INDUSTRIAL SALES EXECUTIVE NOW AVAILABLE

One of the most highly qualified industrial sales executives we have ever known has just become available. Experience largely in metal fabricating lines. 40 years old and never out of work. Started one product from scratch and built national business in few years. Unusually able salesman. A sales director who gets quick results.

WE RECOMMEND HIM FOR

Introducing New Product
Director of Sales
Branch Manager
Sales Promotion Manager
As a District Representative
Industrial Sales Research

We can arrange appointments. This man is willing to go anywhere.

G. M. BASFORD COMPANY
Industrial Marketing
60 East 42nd St. New York, N. Y.

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

Analyses Made Formulas Developed
New Uses Fresh Appeals
Research Investigations and
Clinical Testing of Medicines

SPECIALISTS IN

Drugs	Proprietary
Food	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City—Ashland 4-4343

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$40.45	\$61.95	\$143.55
16 " ".....	74.55	133.35	230.50
32 " ".....	142.80	239.95	430.50

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.**MORE BUSINESS at less cost**

Can surely be had by an intelligent use of Direct Mail—letters, folders, catalogs, etc. **POSTAGE & THE MAILBAG** is a monthly business magazine for everyone who has anything to do with sales. Send \$1.00—one year, 12 copies—for this magazine of business ideas. \$2.00 returned to you at end of year if you are not 100% satisfied.

POSTAGE & THE MAILBAG 200 Fifth Ave. New York City**Hochstadter Laboratories**

Testing Engineers for
Advertisers and Advertising Agencies

Technical Experts and Consultants
 General Chemical Analyses

254 WEST 31st ST. • NEW YORK CITY

lishing will be made by *Electrical Merchandising* in its June issue.

Since this magazine was founded the field of selling electrical appliances has expanded from the central station to many different types of outlets. Beginning with the June issue, the publication is recognizing this fact by an unusual system of departmentization. It will be divided into various departments, each one dealing with an individual electrical product. For instance, there will be a department on refrigerators, another on oil burners, another on washing machines and so on.

The Schoolmaster is particularly interested in this change of policy because he remembers the day not so long ago when departments were anathema in the publishing business. He has noticed lately, however, a slight trend back toward the departmentized publication, particularly in the business field. Perhaps the step *Electrical Merchandising* is making will mark a new trend in business papers. It will be worth careful watching.

• • •

True to his theories as a pedagogue, Aesop Glim has done some boiling down of rules for sales managers who get involved in advertising. These rules were made known to members of the Sales Executives Club of New York through the person of George Laffin Miller, Aesop's spokesman and creator.

Several of the sales executives present urged the Schoolmaster to

RAPID COPY-FITTER

Saves time, eliminates tedious calculations. Two charts tell in a few seconds the exact space your copy will occupy in type. Move an indicator and read the answer—the charts do the figuring. Covers 80 type faces—6 to 18 point.

Write: **CLYDE B. CLASON,**
 c/o Electrical Dealer,
 300 N. Michigan Avenue, Chicago

TORONTO
 MONTREAL
 WINNIPEG
 LONDON, ENGLAND

GIBBONS KNOWS CANADA

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publishers' Representatives Wanted, trade publications, strictly commission basis; state facilities, territory covered, publications you now represent. Box 781, Printers' Ink.

SPACE . . . Excellent chance for good retoucher and all around man to assist studio in servicing large manufacturer. Fine opportunity for right parties. Box 784, Printers' Ink.

Ten Years' circulation experience with national woman's magazine. Desire connection with small growing publication to develop promotion organization. Mail, newsstand or subscription. Have producing organization available. Box 782, P. I.

British Distributors for well known American house require additional agencies suitable for the Grocery, Hardware and Chemists Trades. Only firms who are prepared to support a comprehensive marketing plan will be considered. Principal arriving New York April 29. Write J. W. Munro, McAlpin Hotel, New York City.

HELP WANTED

Salesmen, must be experienced, with following, to sell silk screen displays in New York City and vicinity. Best equipped and most modern plant in the East. Box 778, Printers' Ink.

SALES MANAGER FOR METAL DISPLAY PLANT, COMMISSION PLUS PERCENTAGE OF PROFIT. MUST HAVE FOLLOWING. BOX 779, PRINTERS' INK.

Advertising Solicitor for Western territory, Chicago headquarters, for trade journal published at New York City. Salary or salary and commission; state age, experience in detail, references. Box 780, Printers' Ink.

Good Opportunity for extra earnings; sell Printing on basis of sheet size. Responsible firm—credit on repeat business—strictly commission arrangement. Write for further information. Photo Litho Service, Inc., 145 Hudson St., N. Y. C.

Advertising Salesmen Wanted with established reputation for Sales and contacts. New fast selling Reply-O-Matic Post Card Folder, also Reply-O-Matic Post Card Blotter. Your prospects, from pins to pianos, arouses interest wherever shown. More than one million sold in last 30 days. Liberal Commission. Write for samples and further information. Automatic Sales Producers, 225 Varick Street, New York.

MISCELLANEOUS

Would You Sell or Buy? We manage sale, purchase, exchange or appraisal of newspaper, printing, industrial, advertising and mail order lines of business. Particulars free. Associated Management, 1700 Sansom St., Philadelphia, Pa. Try our Service of 40 Business Building Plans for Printers and Advertisers, sent prepaid for \$1.00.

POSITIONS WANTED

Four Years' Macy experience copy production publicity research. Intelligent, creative. Age 25. Wants connection national advertising, agency or manufacturer. Box 785, Printers' Ink.

Young woman, excellent copywriting and stylist experience on staffs of leading publications, stores and beauty accounts wants advertising agency connection, staff or freelance. Box 788, Printers' Ink.

SALESMAN: 15 years' experience in high grade catalog and other forms of fine printing. Knows costs and estimating. Now located in Cleveland, wants opportunity of representing reputable organization in Middle West. Box 783, Printers' Ink.

Young Man, 27, college graduate, with six years' experience merchandising and selling in both office and field, desires position with future. Now employed. Thoroughly trained to sell. Can plan, direct, and supervise sales and sales promotion work. Box 786, Printers' Ink.

Advertising Reporter, field survey man. College graduate, single, free to travel. Four years' experience interviewing consumers, retailers, jobbers, wholesalers on grocery products, drugs, hardware, cosmetics, building material, food, drinks and others. Experienced on market analysis. Box 787, Printers' Ink.

help...

Are you in need of sales, advertising or merchandising help? Many good men advertise in these pages to market their services and experience. Perhaps you won't have to look farther than this issue for the man you want.

If you experience difficulty in locating your man, advertise for him in **PRINTERS' INK.** Likely the very man for the job will show himself among the fine field of applicants your ad will attract.

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

jot these rules down and pass them on to the Class. Here they are:

The do's:

The purposes of advertising and selling are identical. Demand plenty from your advertising and bellow like a bull when you don't get results.

Certain sales arguments work better than others. As sales manager you should know which are the most important sales features of your product. On this basis you should help determine the copy policy.

To criticize headlines. As sales manager, you know what kind of people buy your wares. You should have an intelligent opinion as to whether a headline will stop them, whether it will arrest their attention.

To criticize artwork. Ask yourself this one question: "Does this help to make the merchandise more desirable?"

To criticize the layout. Ask yourself these two questions: "Is it simple?" and "Does it tell the story in proper sequence?"

To criticize the copy. Ask yourself these two questions: "Is it believable?" and "Does it stick to the copy policy?"

The don'ts:

Don't ask for dignity as something in itself. Lincoln had dignity, but it was a by-product of honesty, sincerity and simplicity.

Don't ask for power as something in itself. Dempsey has power, but he doesn't have to flex his muscles to prove it.

Don't ask for smartness as something in itself. A smartly gowned woman passes unnoticed in the crowd. But how she does impress the knowing few!

Don't ask for impressiveness as something in itself. The men who impress you don't have to strut.

Don't read copy aloud. Printed advertising has no sound.

Don't plan your advertising to impress or insult your competitors. Save that occupation for the club.

♦ ♦ ♦

Represents "Southern Israelite"

The Southern Israelite, Atlanta, has appointed S. M. Goldberg, New York, as its Eastern advertising representative.

DIRECT MAIL

THE GREAT UNDEVELOPED ADVERTISING FORCE

It can be used by every business—from the blacksmith, whose only assistant is his bellows, to the steel company that employs an army.

**DIRECT MAIL
HEADQUARTERS
WITH FORTY YEARS OF
EXPERIENCE, AND FA-
CILITIES SECOND TO
NONE, CAN HELP YOU.**

"Ask the man we have served"

MEDALLION 3-3500

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE, NEW YORK

May 23

General grocery advertisers during the first three months of this year placed more advertising in the Chicago Tribune than in any other Chicago newspaper.

